

LIFE



WARDROBE FOR
MADELINE

MARCH 21, 1949 **20** CENTS
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Studebaker Land Cruiser

Studebaker's *the buy word* for thrift that lasts and style that thrills

HERE'S the brilliant performance you want in a new car—the flattering smartness—the solid money's worth!

Here's a fabulously fine new 1949 line of pacemaking postwar Studebakers—low-swung, flight-streamed new sedans, coupes and convertibles—new visions of loveliness inside and outside—the most value-packed automobiles that a moderate investment ever bought!

Here's a new kind of operating economy that's a pleasant surprise in these times—amazing savings not only on gas and oil but also on repairs.

Don't wait—stop in at a Studebaker dealer's and see these newest versions of the cars that changed the face of motoring. Your first look is sure to take you a long step toward proudly driving a thrilling new Studebaker of your own.



You're flattered by the luxury of refreshingly different decorator fabrics. Pictured is the interior of Studebaker's Land Cruiser with nylon upholstery, superbly tailored over foam-rubber seat cushions.



You use amazingly little gas even on long trips in a postwar Studebaker. Yes, on the open road or in stop-and-go city driving, Studebaker engines are always outstanding as brilliant, low-cost performers.



Your brakes rarely need servicing—they automatically adjust themselves to lining wear. With this exclusive Studebaker advancement, you have the firm brake pedal feel of a new car after months of driving.



Craftsmanship you can trust—Men of conscience and competence, many of them members of father-and-son teams, build surviving soundness into Studebaker cars.

© 1949, Studebaker Corp'n., South Bend 27, Indiana, U. S. A.

White sidewall tires, wheel trim rings or discs, available on all models at extra cost.



THE CUTER THEY ARE THE HARDER THEY FALL

AS THE TOWERS of Manhattan gleamed in the morning sun, Clara's hopeful young heart pounded with eagerness and expectation. "What a beautiful city!" she thought. "My city to be!"

There would be so many fascinating places to see . . . so many famous people to meet . . . such an interesting job in one of the big studios. And, of course, a wonderful man whom she would some day meet and marry.

The vast catacombs of brick and mortar held no terror for her whatsoever. With her courage, her ability, her looks, how could she fail? As the train shot into the tunnel she took a last look at the tall buildings, now warming under the rising sun.

"It's my oyster, my great, big, beautiful oyster!

And I'm the one to open it."

At first, things seemed to go beautifully. She *did* meet a few famous people . . . but they didn't see her a second time. She *did* land a good job . . . but somehow it didn't last. And she *did* meet the dream man . . . but *he* didn't last, either.

Poor little, cute little Clara! She had every charm but one*. But without that one charm it is pretty hard for anyone to get by for very long. The cuter they are the harder they fall.

In romance as in business, halitosis* (unpleasant breath), whether chronic or occasional, can be three strikes against you. The insidious thing is that you, yourself, may not realize when you're

guilty. But why risk offending even occasionally?

Why put yourself in a bad light even once when Listerine Antiseptic is such a simple, delightful *extra careful* precaution against bad breath? You merely rinse the mouth with Listerine Antiseptic, and instantly your breath becomes sweeter, fresher, less likely to offend. Never, never omit *this extra careful precaution* before any appointment where you want to be at your best.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic halts such fermentation, then overcomes the odors fermentation causes.

This One



4A4J-KEZ-1Y6N

Corette Duets

IN NEWEST FASHION TEMPO!

A lacy duet . . . an embroidered and appliqued duet. Each composed of a beautifully fitted slip and a matching pettislip, especially nice to wear with fashion's new, lower necklines. All in three proportioned lengths . . . petite for figures up to 5'4"; average for figures from 5'5" to 5'7"; tall for figures over 5'7". And all of lovely Bur Mil rayon supercrepe. Slips, \$5; pettislips, \$4.

COLORS—white, pink, blue and black. (Embroidered duet also in navy.)

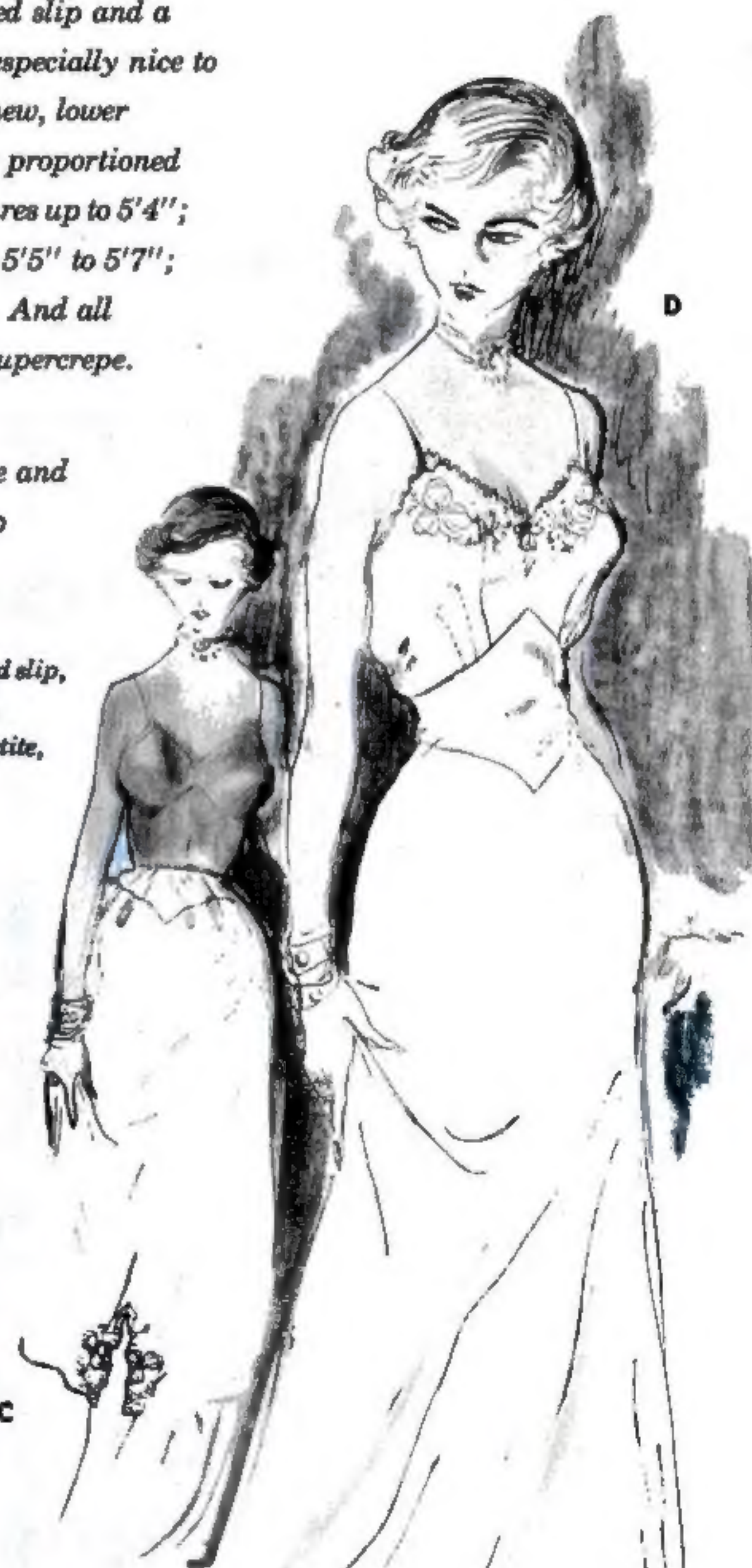
SIZES—Lacy slip, 31-35 petite; 32-40 average; 32-40 tall. Embroidered slip, 31-35 petite; 32-44 average; 32-40 tall. Pettislips, 24", 26", 28" waistlines; petite, average, tall lengths. (In choosing, be sure to select your correct length.)

Please send me the following:

Style Letter	Quantity	Color	Size	Length
SLIPS				
PETTISLIPS				

Name.....
 Address.....
 City..... State.....
 Charge ☐ C.O.D. ☐ Check ☐

TO ORDER BY MAIL — See your nearest dealer's advertisement of these Corette Duets in your local newspaper, SUNDAY, MARCH 20th, and mail coupon to that store.





As a lasting memento for yourself and for your children of this great era we have lived through

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By General Dwight D. Eisenhower

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385 Madison Avenue, New York 17, N. Y.

Please enroll me as a member of the Book-of-the-Month Club.* I am to receive a free copy of **CRUSADE IN EUROPE** with the name specified below stamped in genuine gold on the cover with the purchase of my first book indicated below, and thereafter for every two monthly selections—or Special Members' Editions—I purchase from the Club, I am to receive, free, the current Book-Dividend then being distributed. I agree to purchase at least four monthly selections—or Special Members' Editions—from the Club during the first year I am a member, and I may cancel my membership any time after buying four such books from the Club.

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The Club's five judges, every month, choose an outstanding book—sometimes a double selection—as the Book-of-the-Month. In addition, the Club makes available "special members' editions" of many widely-discussed books—making a total of 25 to 30 each year from which you may choose.

There are sure to be, among so many good books, *at least four that you would buy anyway*—if you did not forget to.

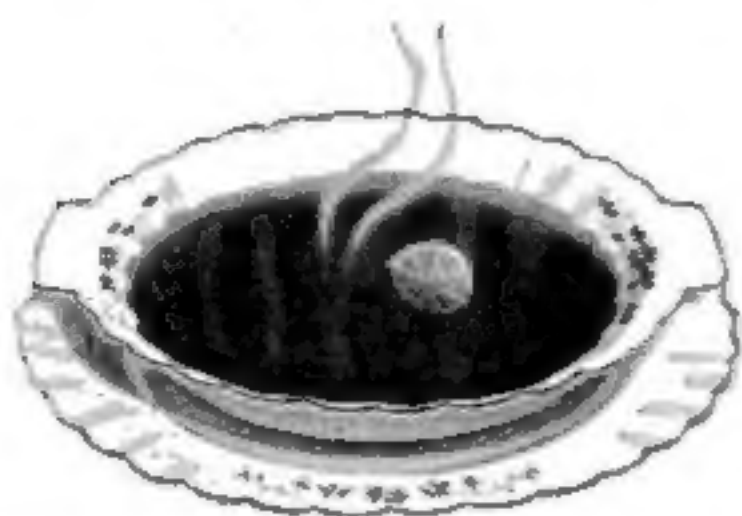
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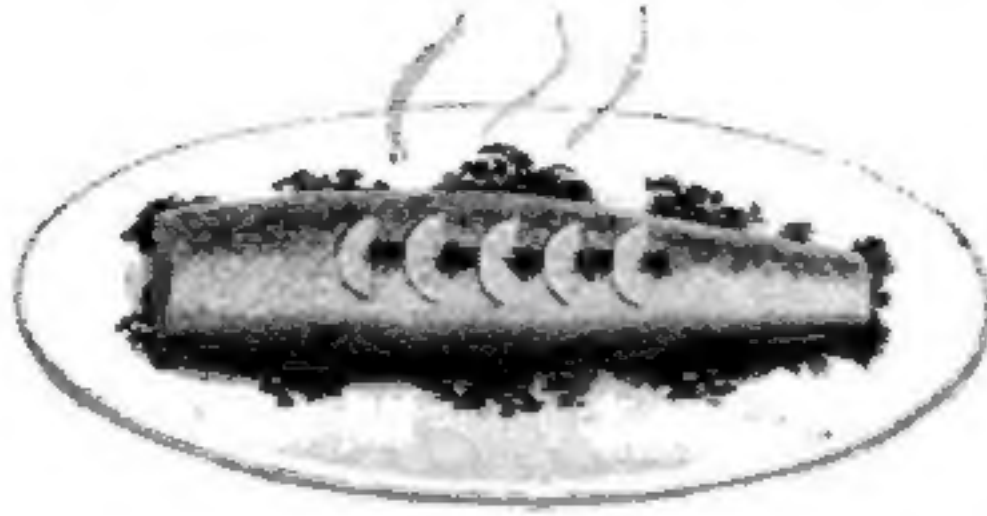
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Everything from soup to nuts!



EVERYTHING IS FASTER...
in the wonderful new automatic Gas ranges built to "CP" standards! You get high-heat, low-heat — any exact heat — *instantly!*



EVERYTHING COOKS AUTOMATICALLY...
in the clock controlled Gas oven. Gas turns on and off—cooks a complete oven meal—and turns itself off—while you're busy elsewhere!



EVERYTHING YOU WANT IN BROILING...
from rare-and-juicy to "done through." And these new flame-flavorful Gas broilers need no pre-heating . . . are *really* smokeless!



EVERYTHING BAKES BEAUTIFULLY...
Only a new Gas oven has automatic heat control *plus* constant even heat circulation. Gives you the same perfect texture all over!



EVERYTHING FOR EXTRA COOLNESS...
Gas burners are *out* the second you turn them off — leave no waste heat to warm up kitchen! New heavy insulation means cooler cooking!



EVERYTHING IS ECONOMICAL...
No other automatic ranges cost so little to buy — so little to maintain. As for the cost of running a new Gas range—it's *just peanuts!*



ULTRAMATIC
CALORIC
GAS RANGE

GAS

has got it

*for modern
automatic
cooking!*

Only Gas gives you everything you want in one magnificent range! That's why 95 out of 100 homes, in city after city, cook with it. That's why you'll want to see

this CALORIC "CP" Gas range and all the other "makes" built to "CP" standards. Choose one that's best for your family. Then for the best in *food preser-*

vation — get a new Servel Gas refrigerator! They're both "musts" for your "New Freedom Gas Kitchen!"
AMERICAN GAS ASSOCIATION



Ben Hur(ts)

Our young friend Ben—though a bright lad—suffered a touch of forgetfulness when buying that ill-starred work outfit. He forgot to look for the "Sanforized" trade-mark! Now he is paying for it in binding, choking shrinkage.

How COULD you forget, Ben! You know, almost EVERYBODY knows, that "Sanforized" on the label of a garment says: "This garment will NEVER shrink out of fit!"

Learn from Ben, folks. When you buy shirts, shorts, pajamas, or any cotton washables, ALWAYS insist on seeing the magic word—"Sanforized"! With your own two eyes!



The comfort never shrinks away from the

**Ben
Hur(ts)**

garment with "Sanforized" on the label!

SANFORIZED
TRADE MARK

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

Now, at length
QUALITY



**in a
long
cigarette**

**Basil
Rathbone
says:**

BR
Now, at length—quality in a
long cigarette—Fatima! First Quality
for thirty years. If you like a long ciga-
rette, buy the best of long cigarettes.
Buy Fatima . . . It's MY cigarette

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, Liggett & Merrill Tobacco Co.

LETTERS TO THE EDITORS

VINCE FOSTER'S FALL

Sirs:

The tragic case of Vince Foster, so ably told by LIFE (Feb. 28), can be explained. Vince's conversion may have been to religion but it was evidently not a conversion to the principles and life of the Prince of Peace, the central figure in the Bible he gave away so freely.

There are hundreds of things that even honest good people do every day that a Christian cannot do and still hold to the name, and one of them is to seek in as few three-minute periods as possible to mutilate or punch another person into insensibility.

SHIRLEY C. DE GROOT
Grand Rapids, Mich.

Sirs:

. . . Evidently LIFE considers one mistake an adequate reason for condemning a man who we feel has done surprisingly well.

KEN JENKINS '51
BILL WHITE '51
ART BAUMAN '52

Columbia University
New York, N.Y.

Sirs:

How the world gloats over the fall of a Christian in an attempt to justify its own sins and make itself appear white!

DONALD A. REED
Hummelstown, Pa.

Sirs:

In saying "The Lord did this to put me in my place," Vince Foster is behaving exactly like so many other so-called "Christians" who blame God

CONTINUED ON PAGE 8

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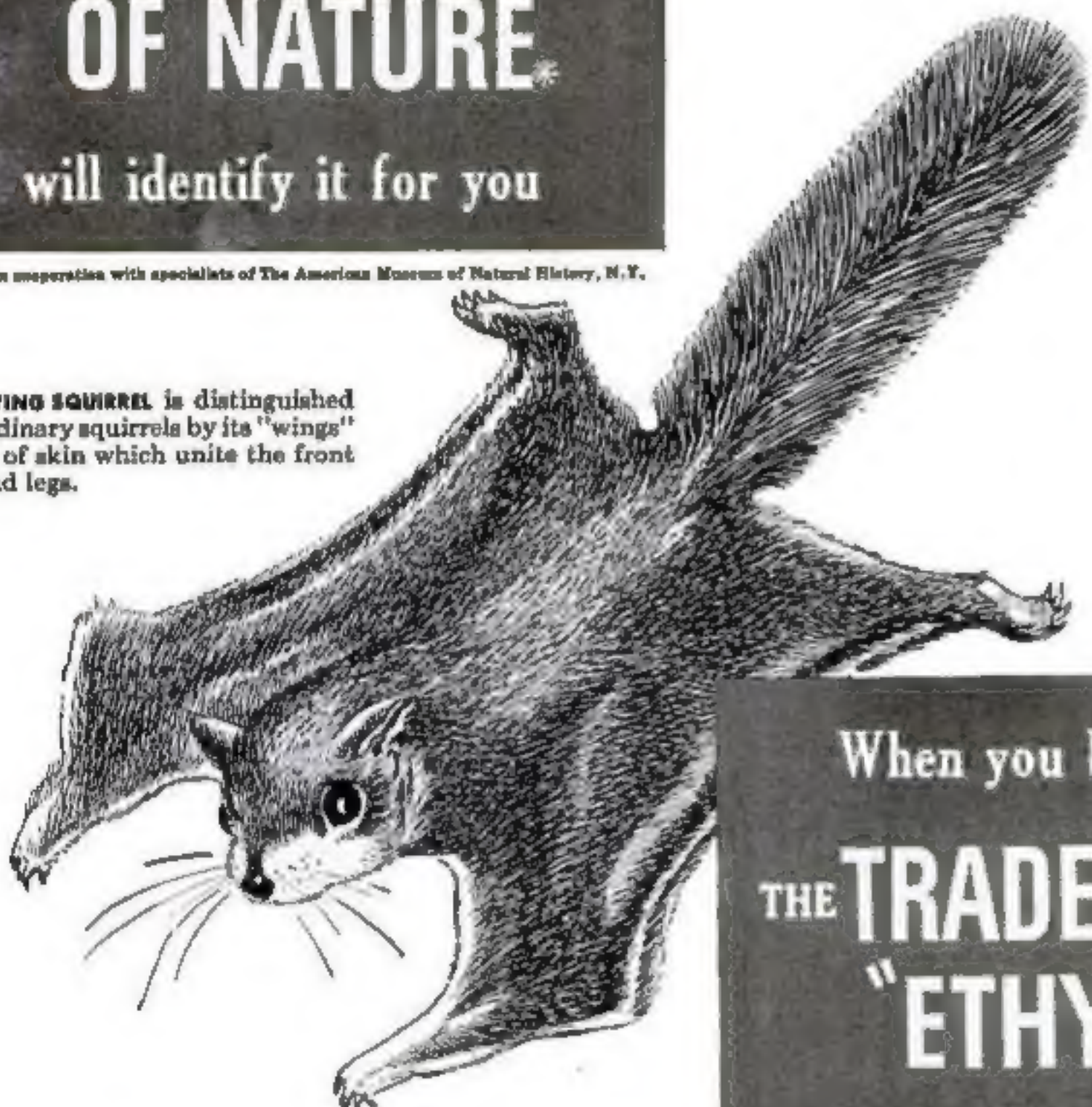
If you see a strange flying creature

THE "TRADE-MARKS" OF NATURE

will identify it for you

Prepared in cooperation with specialists of The American Museum of Natural History, N. Y.

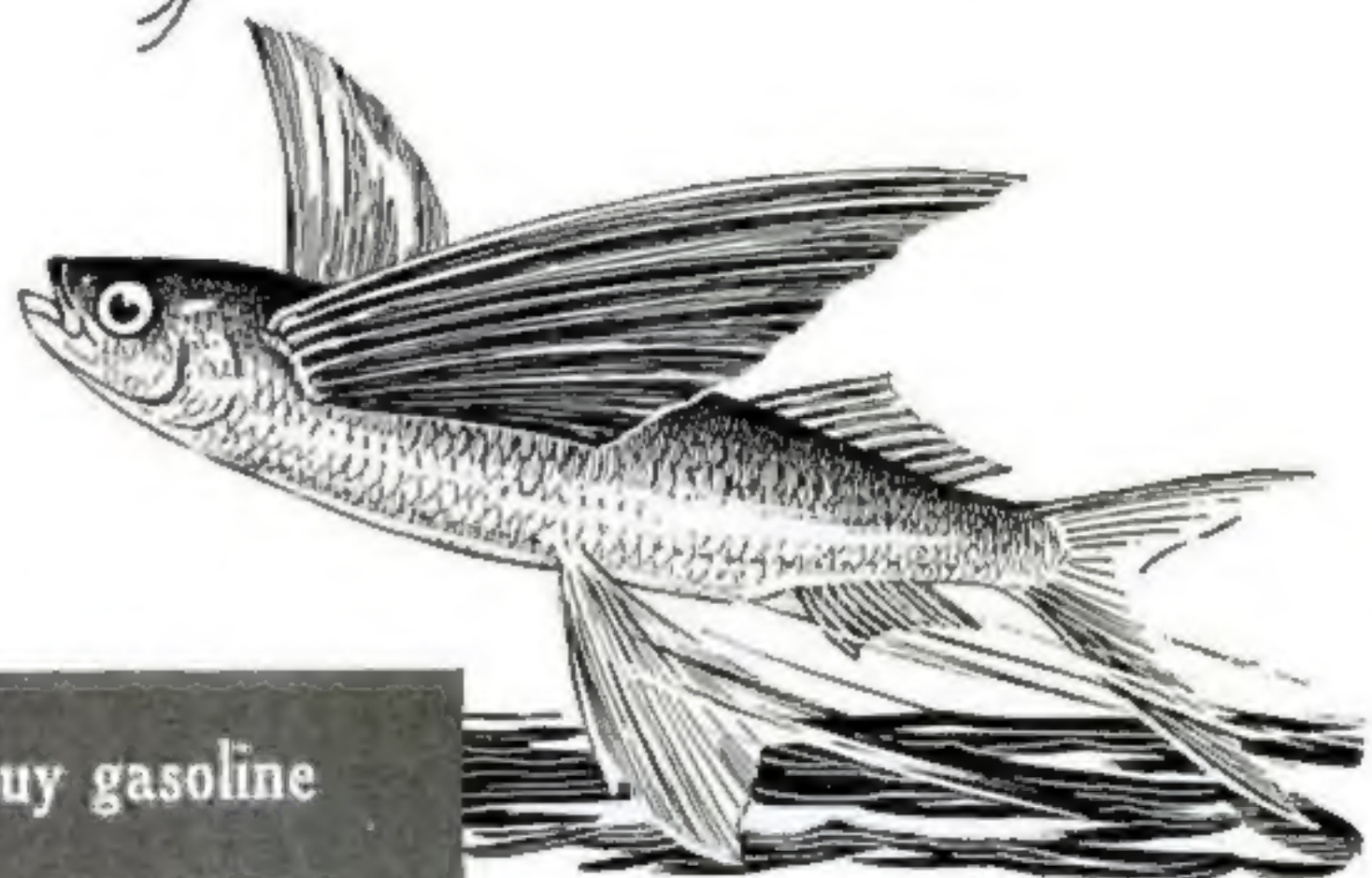
The **FLYING SQUIRREL** is distinguished from ordinary squirrels by its "wings"—folds of skin which unite the front and hind legs.



A fox-like face identifies the giant **FRUIT BAT** of the East Indies. It sometimes attains a sixty-inch wing-spread.



Yellow, four-petaled, red-centered "flowers" along its back mark the unusual, but harmless, **FLYING SNAKE** of Asia.

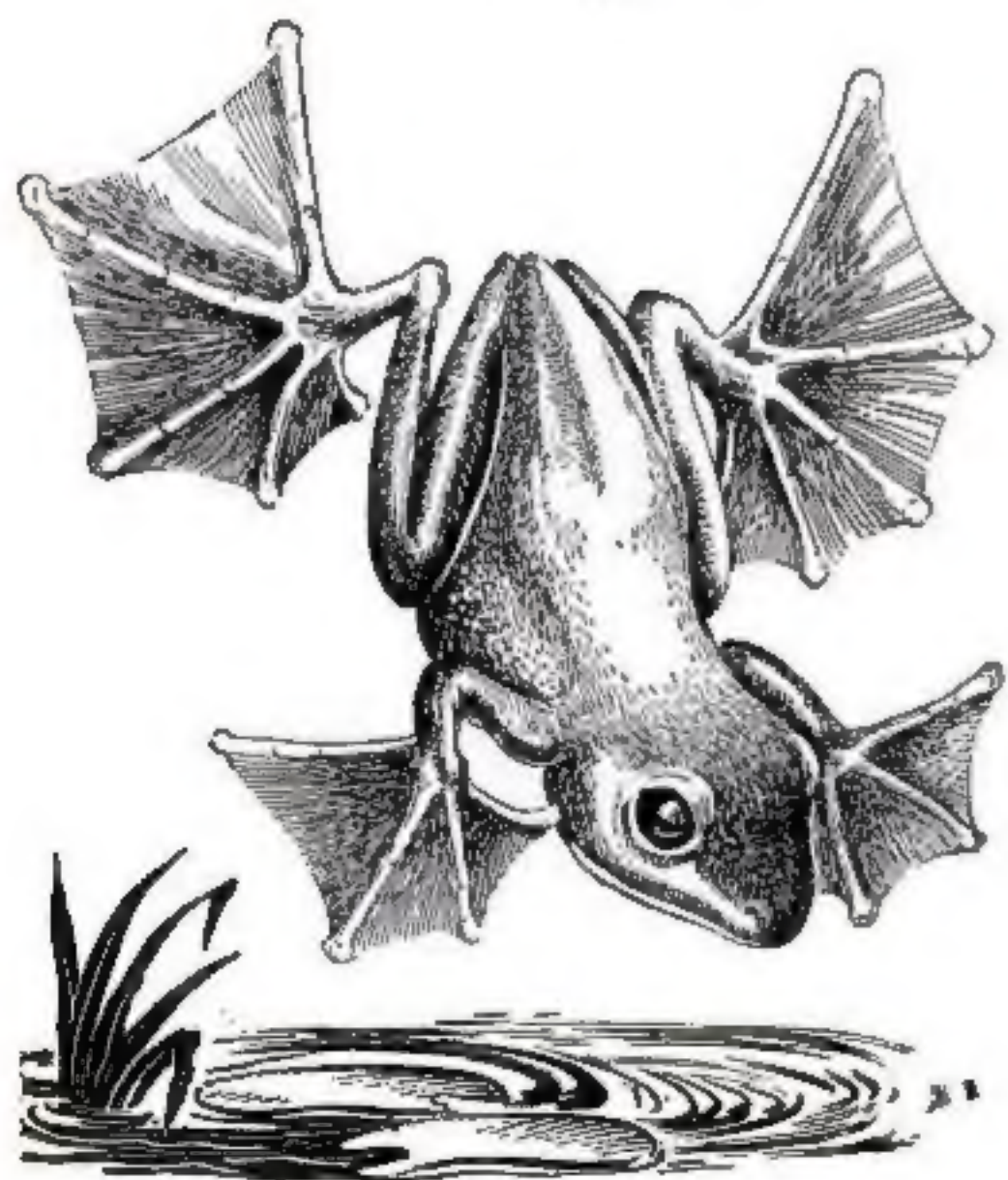


FLYING FISH are easily recognized by their large, wing-like pectoral fins.

When you buy gasoline

THE "TRADE-MARK" "ETHYL"

identifies gasoline stepped up with "Ethyl" antiknock fluid



The **FLYING FROG** is distinguished by enormous webbed feet that serve as a parachute.



ENJOY TOP-FLIGHT PERFORMANCE

feel the effortless power of an engine running at its best . . .

smooth out the stop and start of city traffic . . .

get open-road performance that makes every mile a pleasure . . .

ask for "Ethyl" gasoline—high quality gasoline improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.



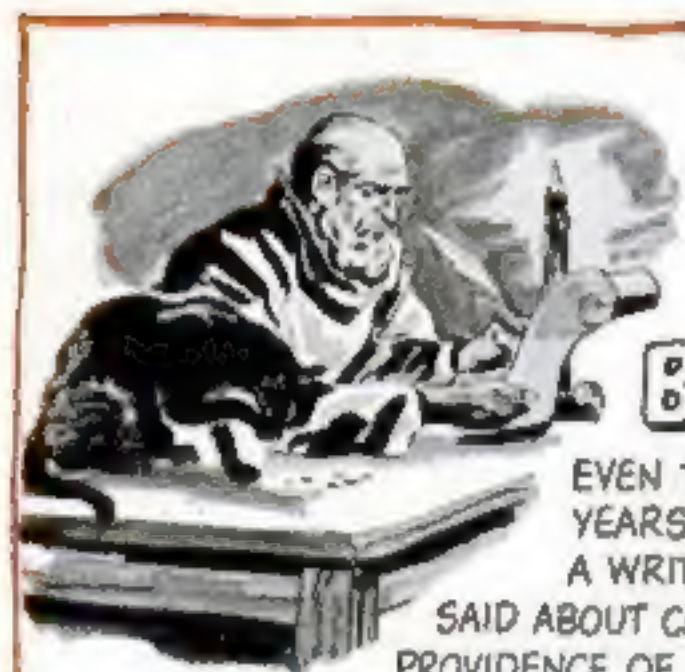
"Ethyl" antiknock fluid is made by **ETHYL CORPORATION**, Chrysler Building, New York 17, N. Y.

The "9 lives" of a cat by Bers

SHAKESPEARE

MENTIONS THE "NINE LIVES" OF A CAT IN "ROMEO AND JULIET."

TYBALT: "WHAT WOULDST THOU HAVE WITH ME?"
MERCUTIO: "GOOD KING OF CATS, NOTHING BUT ONE OF YOUR NINE LIVES."



BUT

EVEN TWO THOUSAND YEARS BEFORE SHAKESPEARE, A WRITER OF FABLES IN INDIA SAID ABOUT CATS, "IT HAS BEEN THE PROVIDENCE OF NATURE TO GIVE THIS CREATURE NINE LIVES INSTEAD OF ONE."



THE ORIGIN OF THE SAYING IS THE CAT'S ABILITY TO "BOUNCE BACK." HE'S TOUGH AND HARD TO LICK. "EVEREADY" BATTERIES HAVE THE SAME SORT OF "BOUNCE BACK." THEY RECOVER POWER BETWEEN USES... **LAST LONGER!** THAT'S WHY THEY'RE CALLED THE BATTERIES WITH "NINE LIVES."



JUST AS AN ACTIVE CAT

TAKES A CAT NAP AND BOUNCES BACK WITH NEW PEP... SO "EVEREADY" BATTERIES BOUNCE BACK FOR EXTRA LIFE... ALWAYS INSIST ON "EVEREADY" BATTERIES... FOR BRIGHTER LIGHT AND LONGER LIFE IN YOUR FLASHLIGHT!

EVEREADY

BRAND

THE FLASHLIGHT BATTERY WITH "NINE LIVES"



recovers power between uses!

The registered trade-mark "Eveready" distinguishes products of NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation



LETTERS TO THE EDITORS

CONTINUED

for their own evil actions and lack of resistance to temptation.

ELAINE ANDREWS

Rochester, N.Y.

Sirs:

Such expressions as "not enough brains for a headache" and "a very bad boy" would probably never have been applied in a description of a non-Indian character like Rocky Graziano or Billy Conn. But as long as Vince Foster's past can be attributed to a trace of Indian blood in his anatomy—then no holds barred!...

BARNEY OLD COYOTE JR.

Crow Agency, Mont.

● LIFE bears no ill will to Indians or any other racial group, merely reported that Foster is part Indian. For a sympathetic story on a surviving Indian culture, see "The Navajos" (LIFE, March 1, 1948).—ED.

TETE A TETE?

Sirs:

Do my eyes deceive me or isn't that hatless Hedda Hopper, the only person with her back to the camera at M-G-M's mass luncheon (LIFE, Feb. 28)?

And for pity's sake where is "Lambastin' Lolly" Parsons?

JAMES C. COOK

Austin, Texas

● It's Hedda. Lolly was late.—ED.



HOPPER & GABLE

Sirs:

... Tell me, was the attraction of Clark Gable so much that she couldn't take her eyes away from him even for a second?

MURRAY BROCKMAN

Boston, Mass.

● Not at all, says Miss Hopper. "I've been photographed before. I felt it was more important for me, as a reporter, to see how the big producers were taking being photographed. They liked it fine."—ED.

GREAT TROUBLE

Sirs:

Your review of *Saraband* (LIFE, Feb. 28) was an interesting résumé of a picture dealing with a colorful period of English history.

However LIFE errs somewhat in making George I the great-great-great-great-great grandfather of the present King of England. Actually only five greats are necessary



ON A PEDESTAL



The GOLD STRIPE tells the story!

You always know it identifies the finest nylon stockings it is possible to produce. Insist on Gotham Gold Stripe for enduring beauty, wonderful new colors and flattering fit.

CAPRICE... ideal color for beiges and blues. A lovely beige in Glam-O-Lace, Gotham Nylons, with a ring of decorative lace below the Gold Stripe. 51 gauge, 20 denier. If not obtainable at your local store, use coupon below.

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GOTHAM HOSIERY CO., INC.—DEPT. L 321
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I would like 51 gauge Gotham Gold Stripe
Glam-O-Lace® Nylons, illustrated "On A
Pedestal." Please send me, through a store
in my locality, pairs Gotham
Gold Stripe Nylons in 51 gauge, 20 denier
CAPRICE, Style 4253A, at \$1.95 a pair. My
size is I enclose Check ☐ or
Money Order ☐ (Don't send stamps.)

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(Coupon orders filled only in the U.S.A.)

*TRADE MARK

CONTINUED ON PAGE 11

*When you want the "best"
be sure you're getting it!*

HAVE YOU GOT your heart set on the very finest in refrigeration?

Then the refrigerator for you is this gorgeous new 1949 General Electric Refrigerator-Home-Freezer Combination!

It gives you what you *ought* to get . . . for it's the only kind of refrigerator that's truly a home freezer and fresh-food refrigerator in one.

**Look for separate compartments,
separate outside doors!**

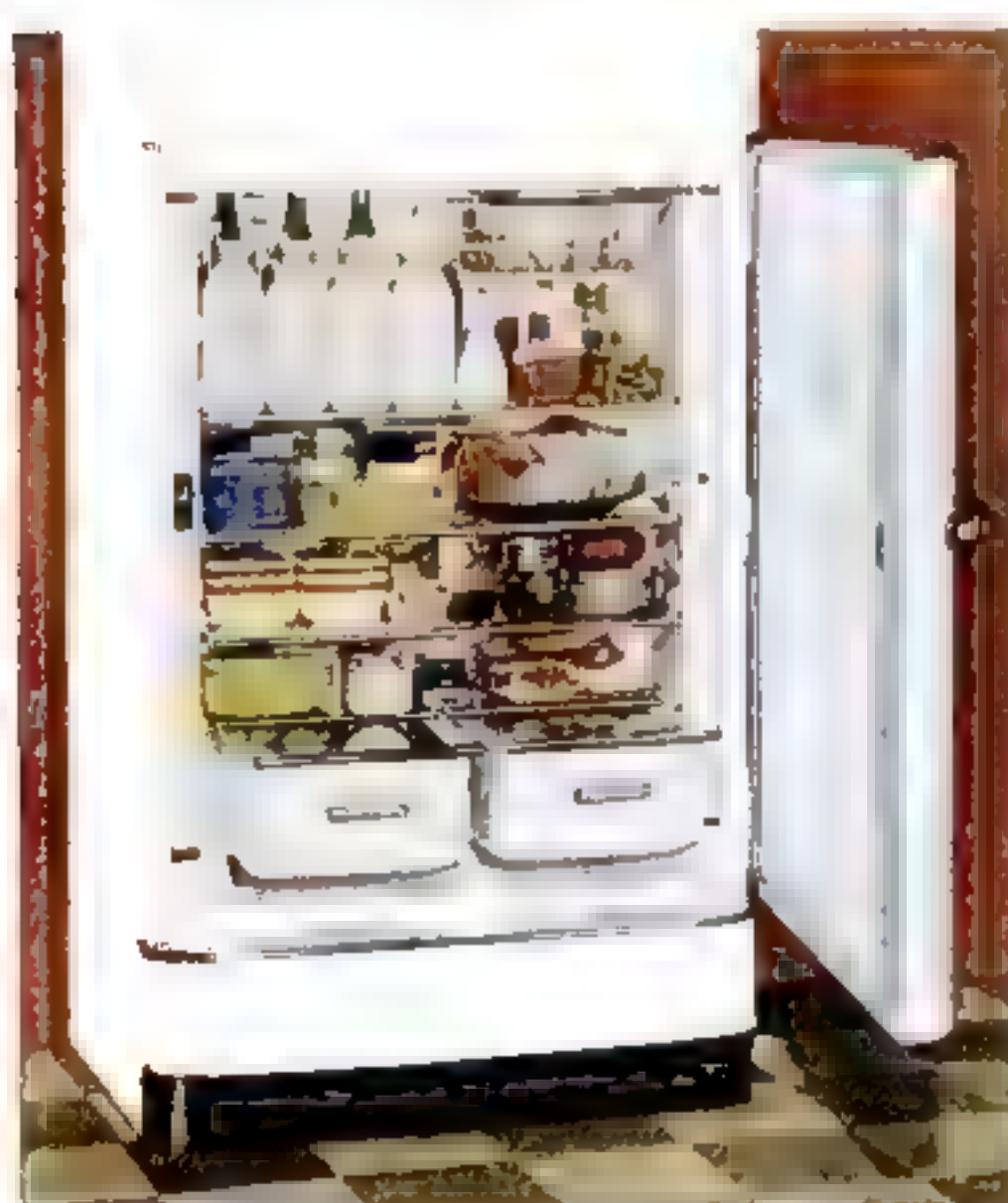


Top compartment is a real home freezer, because it's separately refrigerated, insulated all around, and has its own *outside* door.

A real home freezer, because it maintains zero temperature—for quick-freezing foods and ice cubes and storing up to 70 pounds of frozen foods (ten-cu-ft model) or 53 pounds (eight-cu-ft model).

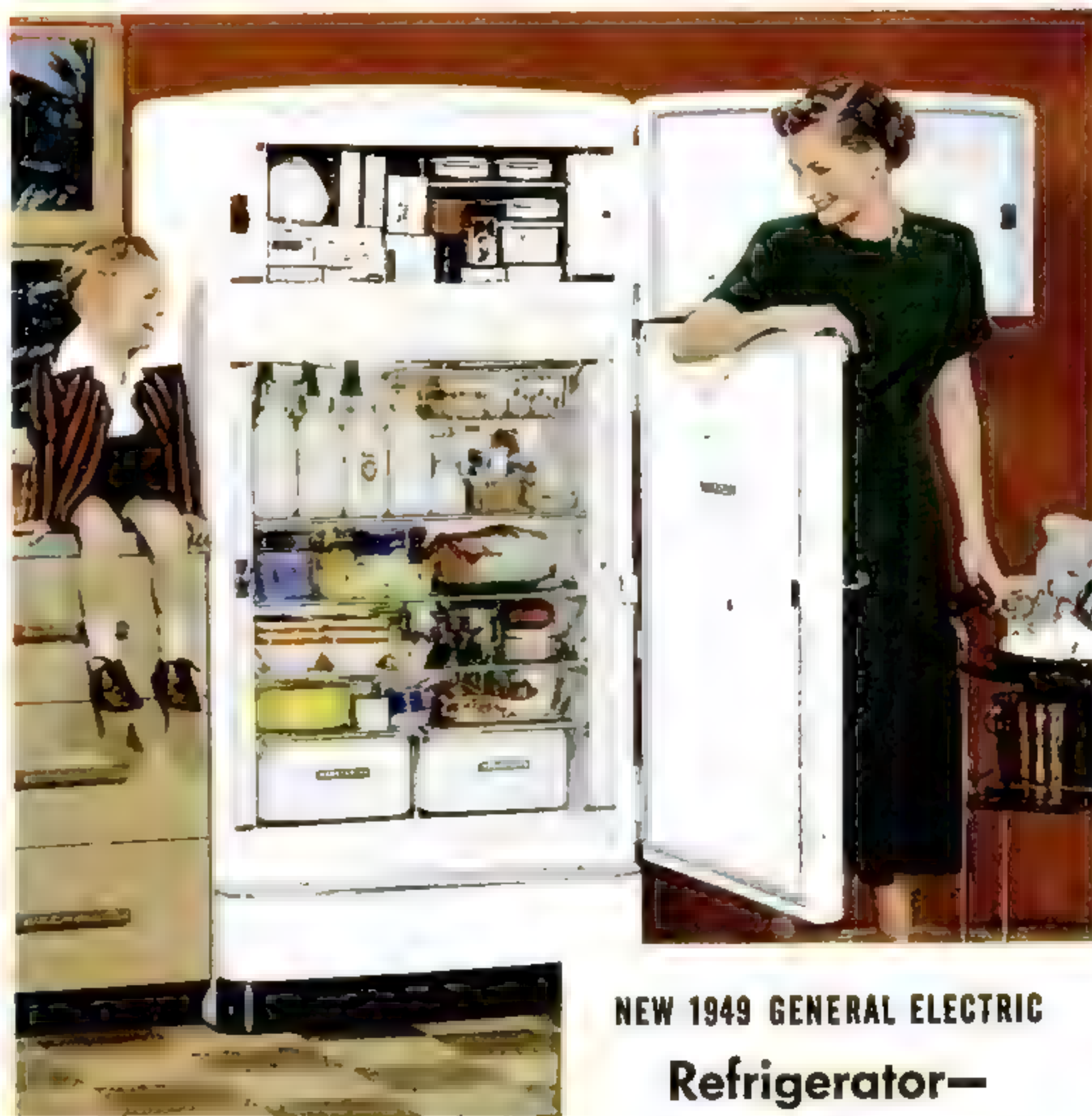
A real home freezer, because its zero temperature keeps frozen foods in prime condition for as long as 12 months—four full seasons!

This is what to look for. This is what you get, in a G-E Refrigerator-Home Freezer Combination.



In lower compartment alone (either 8- or 10-cu-ft model) there is fresh-food storage space equivalent to that in the conventional 8- or 10-cu-ft refrigerator.

It is the last word in a spacious fresh-food refriger-



erator. Separately refrigerated, separately insulated, and with its own outside door!

It never needs defrosting! Dishes need never be covered! Cold is moisture-conditioned. Big, deep drawers keep fruits and vegetables just right! The butter conditioner, easily accessible in door, keeps butter at proper temperature for easy, wasteless spreading!

You'll never forget . . . never regret . . . the day you buy this General Electric Combination. For the name GENERAL ELECTRIC means dependability . . . dependability based on an unsurpassed record for year-after-year performance.

More than 2,000,000 General Electric Refrigerators have been in service 10 years or longer!

And the *chief* reason, of course, is the famous General Electric sealed-in refrigerating system. Airtight and oiltight, this dependable system has never

been excelled for efficient, economical operation . . . year in, year out.

8- and 10-cubic-foot models

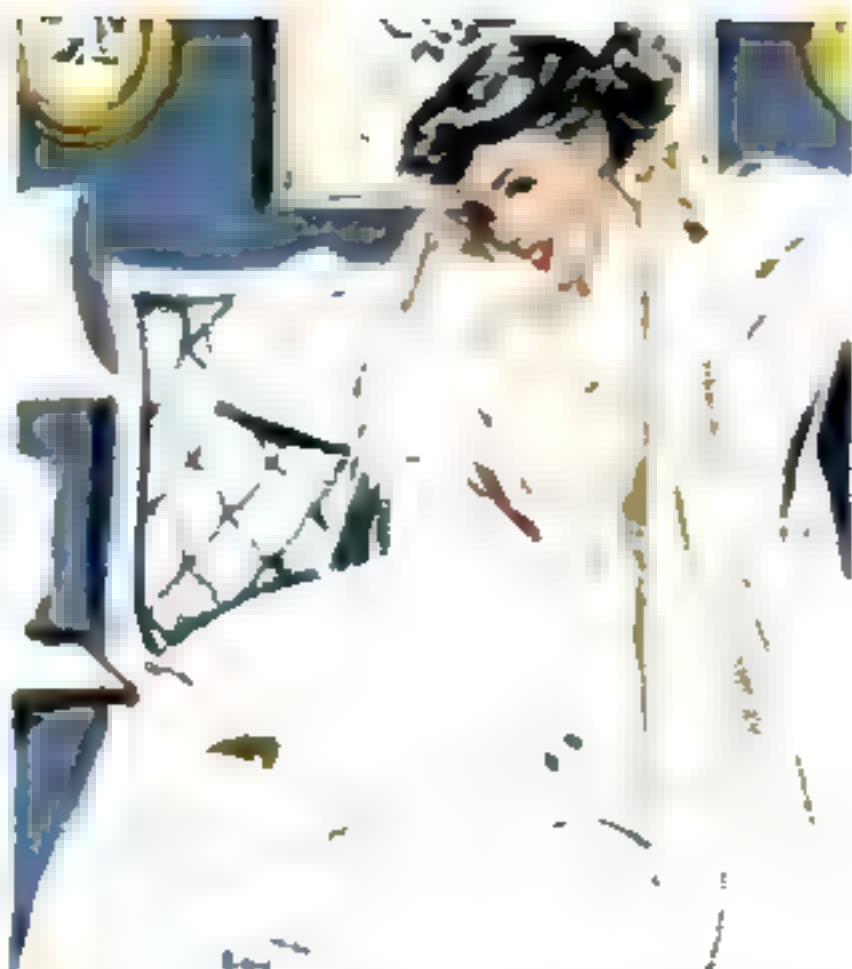
The General Electric Combination is available at your retailer's in both 8- and 10-cubic-foot models—one of them just right for your household. We think you'll agree they offer the *most* that's offered in a home refrigerator today. General Electric Company, Bridgeport 2, Connecticut.

More than 2 million G-E Refrigerators in use 10 years or longer

GENERAL  ELECTRIC



A fish net has to be tough and strong. But nylon nets are tougher, stronger, and unusually light. And nylon nets aren't weakened by mildew or marine organisms.



Many a nightgown is glamorous, gay. But nylon gives you something extra—nightgowns that take to tubbing, dry dream-fast, keep their crisp and fresh new look.

NYLON

gives you something extra



Products properly made of nylon give you **EXTRA VALUE** in:

- ✓ STRENGTH
- ✓ LIGHTNESS
- ✓ ELASTICITY
- ✓ TOUGHNESS
- ✓ LONG WEAR
- ✓ EASY WASHING
- ✓ FAST DRYING
- ✓ FLAME RESISTANCE
- ✓ RESISTANCE TO MOTHS AND PERSPIRATION
- ✓ CAN BE "SET" TO HOLD SHAPE

Du Pont makes only the nylon fibers—not the finished products shown



Don't miss this **FREE BOOK**—Every shopper, student housewife will want to read "Nylon Gives You Something Extra." Write Nylon Div., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98 Delaware.



TO MANUFACTURERS: Do you use textile fibers in your product or your process? "Nylon Textile Fibers in Industry" sparks thinking, gives examples, suggests cost cutting ideas. Write for this booklet!

Snowsuits and parkas keep you snug and warm. But when they're made of nylon, they're extra light, extra strong, and extra hard to wear out!



Nylon packs surprising extras in fabric watch bands. They're washable, they're not weakened by perspiration, they wear and wear and wear.



REG. U.S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT

REALLY
cuts down
nicotine and
tars



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Now you can do something about cigarette irritation. Filter the smoke with a Denicotea holder. The nicotine and tars trapped by the crystal filter never reach your nose and throat!

Denicotea holder, with aluminum ejector, \$2.00

Lady Denicotea, longer, slimmer; with gold tone ejector, \$3.50

At stores everywhere



LETTERS TO THE EDITORS

CONTINUED

inasmuch as George IV and William IV, Queen Victoria's uncles, were brothers, not father and son.

BOOTH COLMAN

Hollywood, Calif.

● Reader Colman and others like him forget that George III was the grandson of George II. George III's father, Frederick Louis, Prince of Wales, never reached the throne but adds one great not apparent in simply reckoning the number of reigns. —ED.

COVER BONER

Sirs:

I enjoyed your cover of costume clothes (LIFE, Feb. 28) very much; however I was under the impression that Jinx and Tex McCrary were the parents of two boys. I believe the "John Norwood" you named as the cover boy is actually Paddy, the older son of the McCrarys. . . .

MADLYN B. SCHWANDA

Bangor, Pa.



FEB. 28 COVER

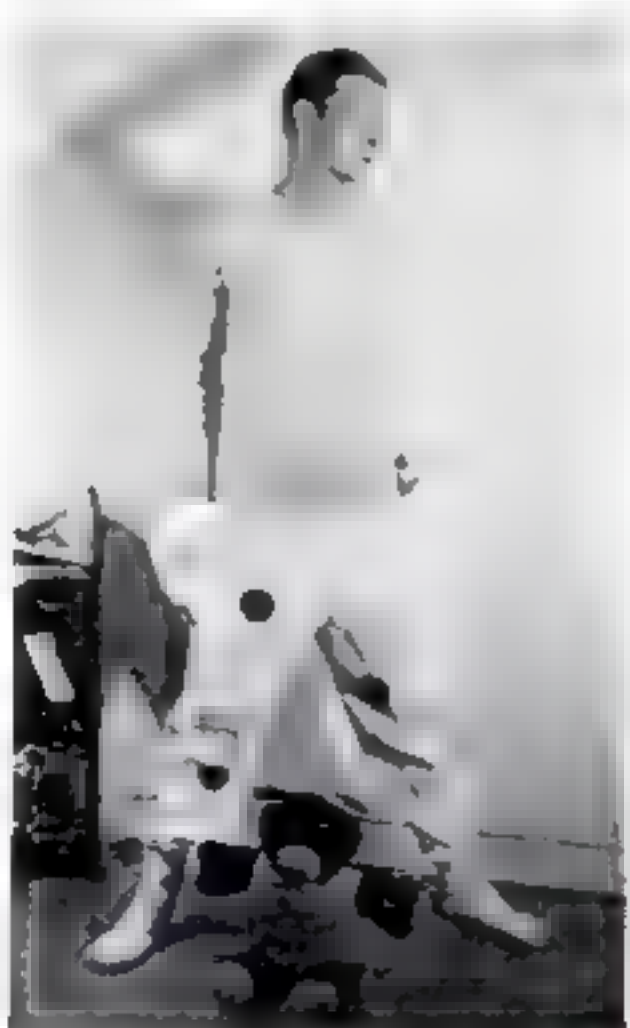
● Correct. LIFE badly scrambled the children on the cover. The boy is Patrick ("Paddy") McCrary; the girl is Karen Norwood, daughter of TIME International Salesman John Norwood, whose reaction is printed below.—ED.

Sirs:

Since LIFE had me on the cover in a Dutch boy costume I thought you might like to see how I'd really look in one. My wife made both suit and photograph.

JOHN NORWOOD

Rye, N.Y.



DUTCH BOY NORWOOD

CONTINUED ON NEXT PAGE

Working Out with Buddy O'Connor

Hockey's Most Valuable Player '47-'48



"50 seconds to massage." Try the famous workout used by so many successful men in sports and business. Vitalis' special formula stimulates, refreshes your scalp as no non-alcoholic dressing does. And massaging with Vitalis routs loose dandruff, helps check excessive falling hair.

"10 seconds to comb." Now your hair looks naturally well-groomed. No greasy "patent-leather" shine—Vitalis contains no mineral oil. Just pure vegetable oil that prevents dryness, keeps your hair in place. Get a bottle of Vitalis today! At drug counters and barber shops everywhere.



Use the

Vitalis

"60-Second Workout"

for handsomer, healthier-looking hair

P. S. Your barber is an expert. He knows how to keep your hair handsome, healthy-looking. Ask him about Vitalis and the individual, sanitary SealTube application.

Vitalis and SealTube are Bristol-Myers trade marks

"Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

✓ Not a soap,
not a cream—
cannot leave
dulling film!

✓ Quickly,
effectively removes
dandruff from both
hair and scalp!

✓ Gives fragrant,
soft-water lather
even in hardest
water!

✓ Leaves hair
lustrously soft, easy
to manage—with
colorful natural
highlights!



Halo reveals the hidden beauty of your hair!

LETTERS TO THE EDITORS

—CONTINUED—

UBIQUITOUS GLORIA

SIRS:

GLORIA GETS AROUND. ISN'T GLORIA HOROWITZ, WHO TIPPED POLICE OFF TO HER EX-BOYFRIEND, JEWEL THIEF GERARD GRAHAM DENNIS (LIFE, Feb. 28), THE SAME AS THE GLORIA HOWARD WHOM YOU PICTURED WITH SILAS DENT, HERMIT OF CABBAGE KEY (LIFE, Oct. 18)? Uh-huh, SHE'S THE SAME GAL.

JOE BEAGEN

St. Petersburg, Fla.

● Uh-huh.—ED.

Sirs:

I am writing this to protest the publication of that particular photo of me. My friends seem to be under the impression that I assumed such an attitude in a courtroom and was snapped by a news photographer at that time. That picture happens to be a pose demanded by an artist who illustrated detective magazines from photos. This was perfectly legitimate work.

GLORIA HOWARD

Detroit, Mich.

● Herewith Miss Howard not in tight sweater and skirt but on the beach with Hermit Silas Dent.—ED.



GLORIA AND HERMIT

CHURCHILL'S MEMOIRS

Sirs:

Thought you might be interested in this picture in conjunction with your current Churchill series. It was taken at Tidworth, England in April of '44 just before the invasion. "Winnie" is a pretty fair shot with the pistol, carbine and Tommy gun. On this particular occasion he, Eisenhower and Bradley fired simultaneously at a still target with carbines and pistols and missed very few times. Note the ejected cartridge shells in mid-air above the Tommy gun.

GENE FORD

Glendale, Calif.



CHURCHILL & TOMMY GUN

Sirs:

Odette Kahn, in her *And Hell Followed After*, wrote that when Mr. Churchill made his speech in the House of Commons on the day France fell—

**Year in and year out
you'll do well with the
HARTFORD**



**—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.**

*See your Hartford agent
or insurance broker*

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INSURANCE COMPANY
HARTFORD ACCIDENT
AND INDEMNITY COMPANY
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INSURANCE COMPANY
HARTFORD 15, CONNECTICUT**

Stardust
Insured Slips
**GUARANTEED
FOR 1 YEAR**

Flawless fit

Here's the slip
that presents
twisting, sagging or
riding up—
thanks to its
4 gore features.
Rich acetate.
rayon crepe,
double bodice lap.

NOW only \$1.98



NAME AND FORTUNE CAN BE YOURS

Pictured is lovely Chady Lou Daves, last Stardust Beauty Contest winner. Enter our \$499 contest now. YOU may be the lucky winner of \$500 first prize plus a modeling and television career under Harry Conover management, or 27 other awards! Just send recent non-refundable photo with height, weight, bust, waist and hip measurements before May 1, 1949. Decisions of famous beauty judges are final. Mail entry to P. O. Box 65, Murray Hill Station, New York.

STARDUST, INC., Empire State Bldg., N.Y. 1

LOOK FOR GENUINE Stardust SLIPS, UNIFORMS, STORIES, CAPTAIN BELTS, BRAS & GLOVES

CONTINUED ON PAGE 14

You COULDN'T TELL A TRAITOR FROM A HERO
and SOUTH OF ST. LOUIS NOBODY CARED!

SOUTH

KIP ... His six-guns fought both sides for that South of St. Louis woman!

ROUGE ... Red-haired gun-runner queen — she kept men at each others' throats!

BURNS ... Even for men who had their price he raised his too high!

DEB ... The flash of her eyes fooled you but the flash of her gun never did!

OF ST

BLACK COTTRELL ... Across the land his name was 'Black'. It was the color of his heart.

THE RANGER ... He pulled the trigger first and asked questions later!

All its thousand-mile span of spectacular adventure in color by
TECHNICOLOR

JAKE ... Among men of iron all he could think of was gold!

LOUIS

With thunder clap violence comes this never told chapter of Southwest history—presented by
WARNER BROS.

STARRING
JOEL MCGREA

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 WRITTEN BY ZACHARY GOLD AND JAMES R. WEBB
 MUSIC BY MAX STEINER
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MILTON SPERLING
 UNITED STATES PICTURE



"OH DEAR! THAT OLD HAND-WIND CLOCK IS LATE AGAIN! NOW MAYBE YOU'LL BUY US A GENERAL ELECTRIC ALARM CLOCK!"



This, of course, is only a cartoon. But real-life scenes just like it are still being played—even in this progressive day and age! Hard to believe, isn't it?

When all the time, people (perhaps you?) could be ALWAYS on time with an absolutely accurate General Electric Alarm Clock! We recommend the G-E HERALDER with luminous hands and hour dots. It has the Select-A-Larm feature too!

This feature allows you to select the one exact volume of "wake-up" which suits you best... from "Whisper" to "Shout" or any point in between! This alarm clock also has all these important G-E advantages:

1. Self-starting... no winding.
2. Quiet... no disturbing ticktock.
3. Dependable... wakes you on time, every time.
4. Accurate... electrically checked by your power company to correspond with official Naval Observatory time.



The HERALDER with Select-A-Larm, \$5.95, plus tax.



The HERALDER is only one of a complete line of General Electric alarm, kitchen, and occasional clocks—"The Clocks Most People Want Most."

P.S. Remember: General Electric Alarm Clocks are available for as little as \$4.95, plus tax. (Prices subject to change without notice.)

GENERAL  ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

the one about fighting on the beaches, fields, streets, hills—he had to pause because of the wild cheers of the members. Under the cover of the noise he was heard to mutter, "And beat the ——— over the head with bottles! That is all we've got."

BRENDAN G. PRATT

Ithaca, N.Y.

KUDOS

Sirs:

The Overseas Press Club of America would like to extend its congratulations to LIFE magazine on the award to Jack Burns for the best coverage of foreign news by a photographer.

For the first time our group of foreign correspondents decided to make a photographic award on foreign correspondence. Out of the final five runners-up from five photographic news organizations your correspondent was selected by means of a popular vote of the 700 members of the Overseas Press Club.

W. W. CHAPLIN
President

New York, N.Y.



JACK BURNS

● Among Burns's biggest stories on LIFE assignment were his startling scoop on the fall of Mukden, his essays on Hong Kong and Hyderabad and his pictures of the battle against Communist guerrillas in Malaya. He is now covering the revolt in Burma. The award was made *in absentia* at a dinner at The Waldorf-Astoria in honor of General George C. Marshall and other winners, James B. Reston of the New York Times, Homer Bigart of the New York Herald Tribune and Elmer Davis of the American Broadcasting Co.—ED.

Subscription rates: U.S., Alaska, Hawaii, Canada, Newfoundland, 1 yr., \$6.00, 2 yrs. \$11.00, 3 yrs. \$15.00. LIFE International edition (fortnightly) for Canal Zone, Puerto Rico, Virgin Islands, 1 yr., \$4.50, all Pan American Postal Un. in countries and Philippines, 1 yr., \$6.00. Great Britain and Ireland, 1 yr., \$8.00 and other countries, 1 yr., \$7.50. Subscription Service: J. E. King, Genl. Mgr. Address all subscriptions and correspondence concerning them to LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Illinois.

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Tastes like a GOOD morning!



And the "C-L PROCESS" makes it better!

A BETTER AID TO REGULARITY!

Only in Sunsweet Prune Juice is the laxative potency standardized. Pure, delicious prune juice, still a 100% natural product!

THE NEW "C-L PROCESS" IS USED EXCLUSIVELY FOR

SUNSWEEP PRUNE JUICE



as prepared and distributed by the makers of MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.

Again ARMOUR
IS FIRST to bring
you something
NEW-BETTER-
EASIER!



Look-this new
Middle-of-the-tin opener

brings Treet out whole!



New opener exclusive with Armour! Now a tin of Treet's even more convenient to open. A new-type, longer key unwinds a strip in the middle of the tin—easily, evenly. Get keys when you get Treet!



Treet tin is split in two in a jiffy—so you can remove the loaf of Treet in perfect shape. Separate the split halves of the tin by holding one tight and just lifting off the other. No trick at all!



Just lift out the Treet. Slip a fork beneath the meat and out it comes, a perfect loaf—all ready for baking or for cold or fried slices. No more tin-shaking necessary—and the Treet won't crumble or break!

The best and nothing but the best is labeled

ARMOUR



New Middle-of-Tin opener also on Armour Chopped Ham, Veal and Pork Loaf, and Canned Pork Sausage.

Million Dollar Luxury

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by **KROEHLER**



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Furniture

Choice of 7
exquisite new
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JEKUTHIEL GINSBURG, HEAD OF YESHIVA MATH DEPARTMENT, PLAYS WITH SPIRAL IN OFFICE OF "SCRIPTA MATHEMATICA"

SPEAKING OF PICTURES...

... SOLIDS AND LINES SHOW THE BEAUTY OF MATHEMATICS

To a great many people mathematics is a cold and inflexible science that trips them up on grocery bills and tax returns. They have as little to do with it as possible and leave the mysteries of curves and cubes and cosines to the mathematicians. The man at the cluttered desk above is out to change all this. He is Dr. Jekuthiel Ginsburg, editor of *Scripta Mathematica*, a famous mathematical quarterly published by Yeshiva University in New York. In his hands he lov-

ingly fondles a simple logarithmic progression translated into a spiral of lucite. Behind him are designs and decorations which are graphic presentations of algebraic formulas. On the shelves and his desk are three-dimensional forms based on still more complicated formulas, looking for all the world like pieces of modern art.

To Dr. Ginsburg and his associates, mathematics is an art as well as a science, and a vital part of every man's cultural background. In its

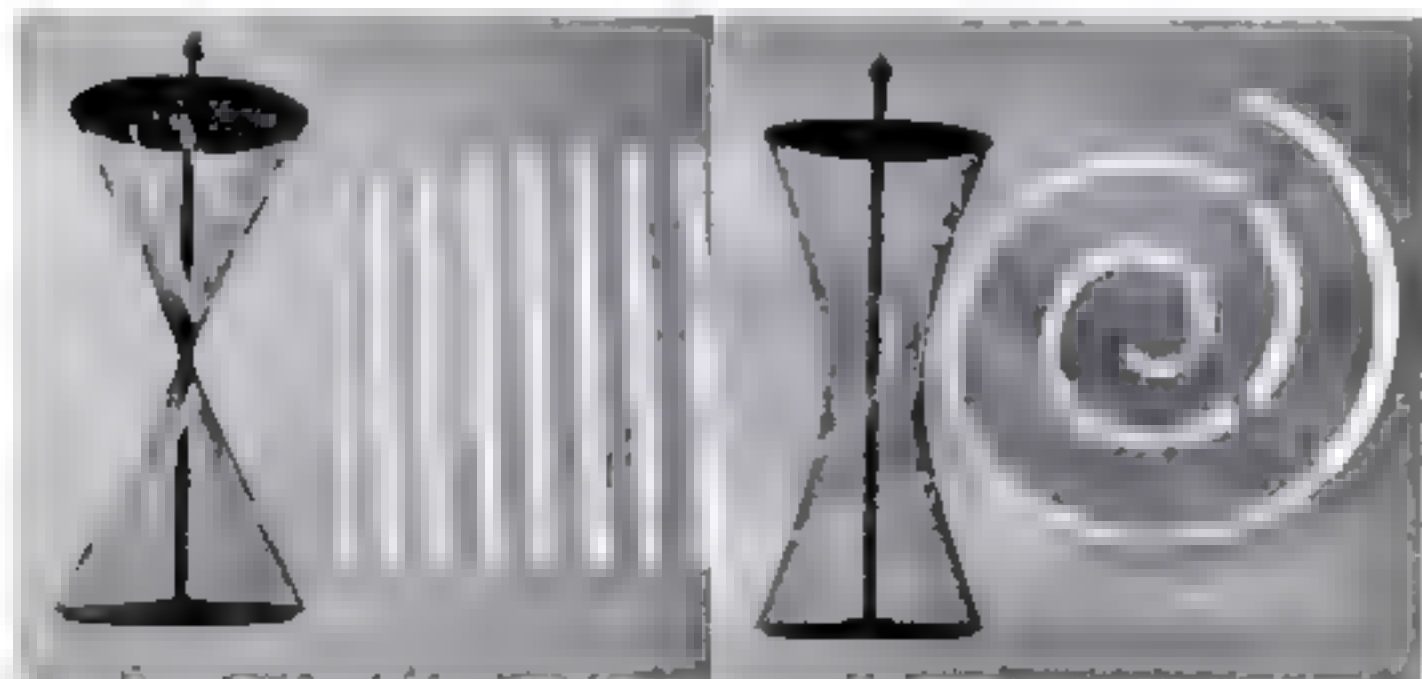
solid and graphic forms it is a thing of beauty. In its formulas and laws he almost every basic truth. It is a field full of humor and warmth.

Dr. Ginsburg founded *Scripta* 16 years ago to spread these ideas in high schools, colleges and math clubs. Now *Scripta Mathematica* has famous contributors from all over the world (following pages) and is successfully converting unbelievers by sprinkling its pages with geometric puzzles, curious formulas and even card tricks.



AMONG HIS CHARTS sits Hermann Baravalle. On his knee is inverted checkerboard, in which every point outside the circle has a corresponding point within. At bottom left is a design made from lines tangent to an ellipse. Clockwise from this are a decagon with five inscribed pentagrams, a family of logarithmic spirals,

which increase by a fixed proportion, a 24-sided polygon called an icositetragon, and a cardioid design based on a group of circles. Under his left knee, made with straight lines, is a catacaustic curve of the sort which is reflected by the inside of a round object, and in the right foreground is another design based on an ellipse.



CYLINDER OF STRING which can be twisted to form a double cone (left) or a hyperboloid (right) is used in Baravalle's lectures to show what happens when planes intersect solids. Straight lines of light projected through the double cone appear as hyperbolas on the string; Archimedes' spiral (right) makes skew curves.

BARAVALLE

When young ferns unfold in springtime, Dr. Baravalle sees in them logarithmic spirals; in light reflected inside a teacup he spots a catacaustic curve. His special field is the dynamic beauty of geometrical forms, and he is one of *Scripta's* most ardent contributors. Baravalle's full name is Hermann Baravalle Edler von Brackenburg, but he uses only the first two. He moved to the U.S. from Vienna 12 years ago, after lecturing all over Europe, and is now head of the math department at Adelphi College, in Garden City, N.Y. He works in graphic two-dimensional forms (above), turning out families of spirals, inscribed pentagrams and even icositetragons. These are distributed through *Scripta* to high schools and math clubs where they are used in lectures and projected as slides (left) to arouse the interest of students and explain some difficult ideas in simple terms.

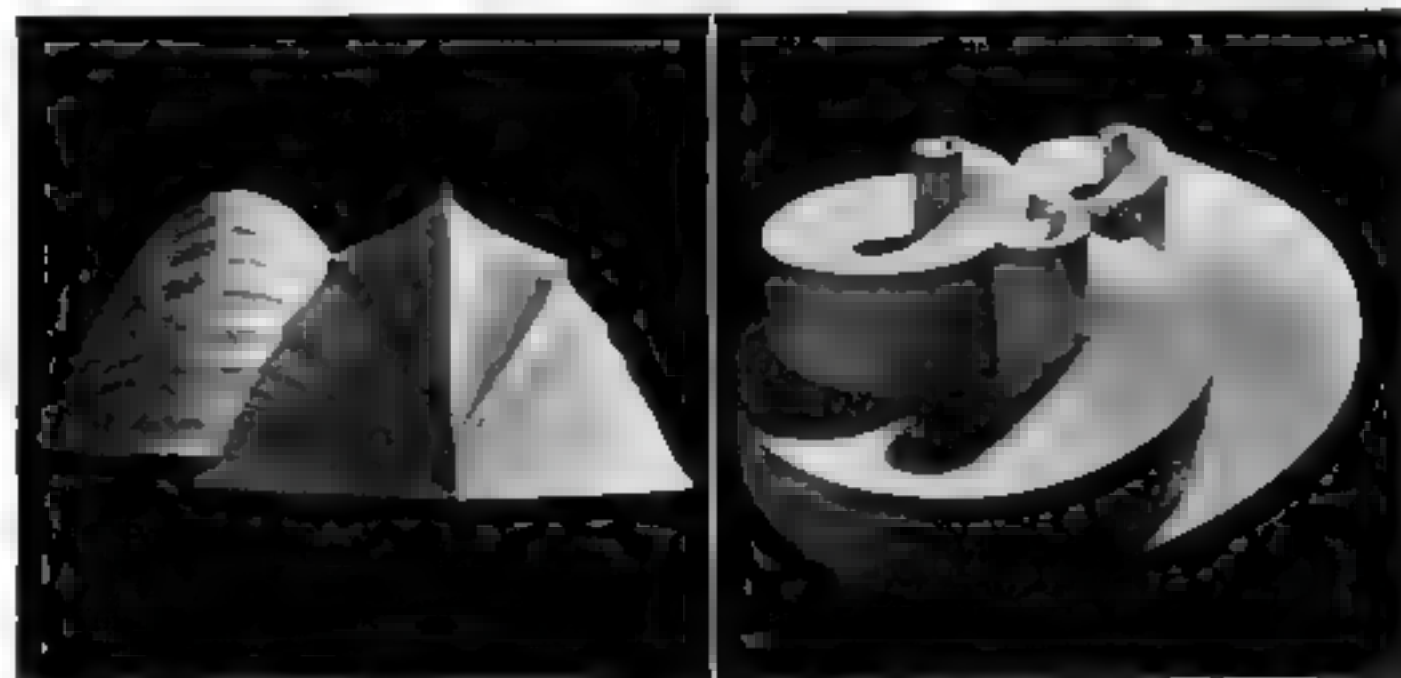


AMONG HIS SOLIDS is Rutherford Boyd. The large plaster figure in the center is a 4-foot tower seen from the side. It is composed of three basic conic curves. It starts at the front of its base (left) with a straight line. The line bends back into hyperbolas, the hyperbolas rise to a parabola, the parabola closes into ellipses and

the ellipses rise to infinity. It has no name. In front of Boyd is a delicate lucite spiral which increases in logarithmic proportion. Above it is a lucite triple-threaded screw of increasing pitch. At the upper right is his masterpiece, a one-sided, one-edged solid carved from marble and mounted on a polished mahogany sphere.

BOYD

The sculpture (above and right) of Rutherford Boyd is pure mathematical invention. It irritates him when people try to attach a specific meaning to his work. It irritates artists just as much when Boyd insists a work of art can be evolved from a mathematical formula. This spring *Scripta*, which sides with Boyd, will publish a portfolio of pictures of Boyd's pieces—all of them solids, full of wonderful spirals, ellipses and curves, and all mathematically perfect. Boyd, now 65, has been an art director of five magazines, an advertising manager, has directed and produced a mathematical movie, *Parabola*, and has designed a toothpaste tube. He works in almost any medium, from plaster, lucite and alabaster to marble and mahogany, carving his solids in his New Jersey studio and cooking plastics in his kitchen. When he needs money he paints huge romantic murals.



PLASTER CARVINGS are constructed for beauty "like pieces of music," says Boyd. The two walnutlike carvings at left are formed by series of parabolas which are arranged according to the classic proportion of the golden mean. At right is a combination of three rising spirals, each tangent to the others at two points.



"RC tastes best!"

says **MONA FREEMAN**

starring in "STREETS OF LAREDO," A Paramount Production in Technicolor



"One cola really does taste best! I learned that when I took the taste-test (compared the leading colas in paper cups) and picked RC best-tasting."



"Ever since RC proved to be more delicious, I've kept a handy supply in my refrigerator." Enjoy Royal Crown Cola yourself. Get a carton today.



Only RC gives you  **ALL 3!**

1. COOL REFRESHMENT 2. TWO FULL GLASSES 3. BEST BY TASTE-TEST FLAVOR

TAKE HOME A CARTON! SERVES 12 FULL GLASSES! SAVES MONEY!

SPEAKING OF PICTURES

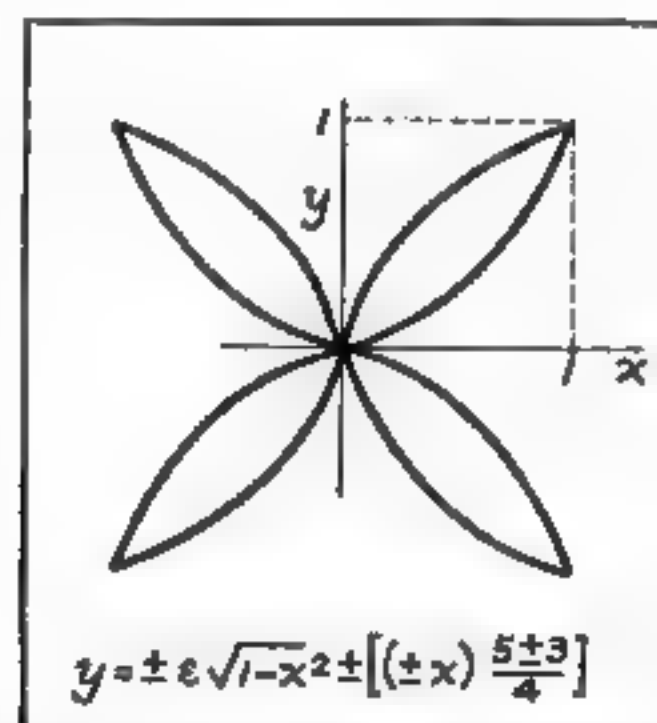
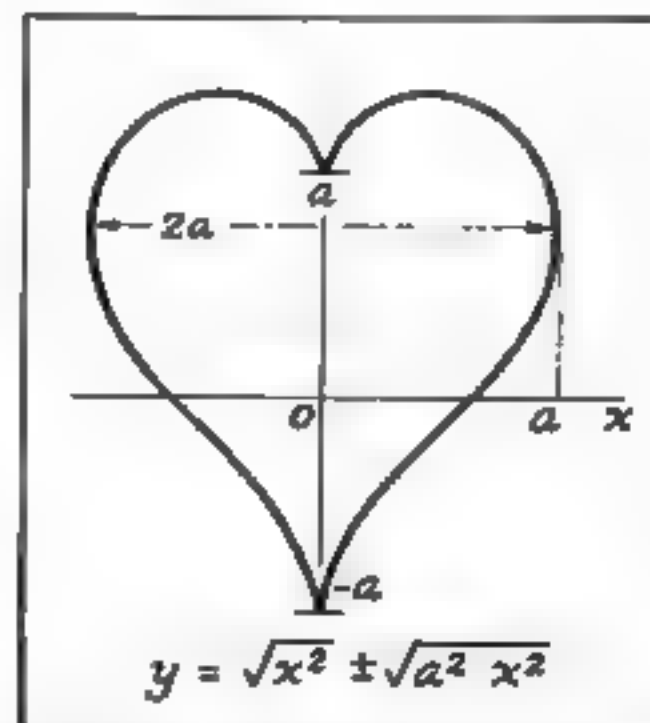
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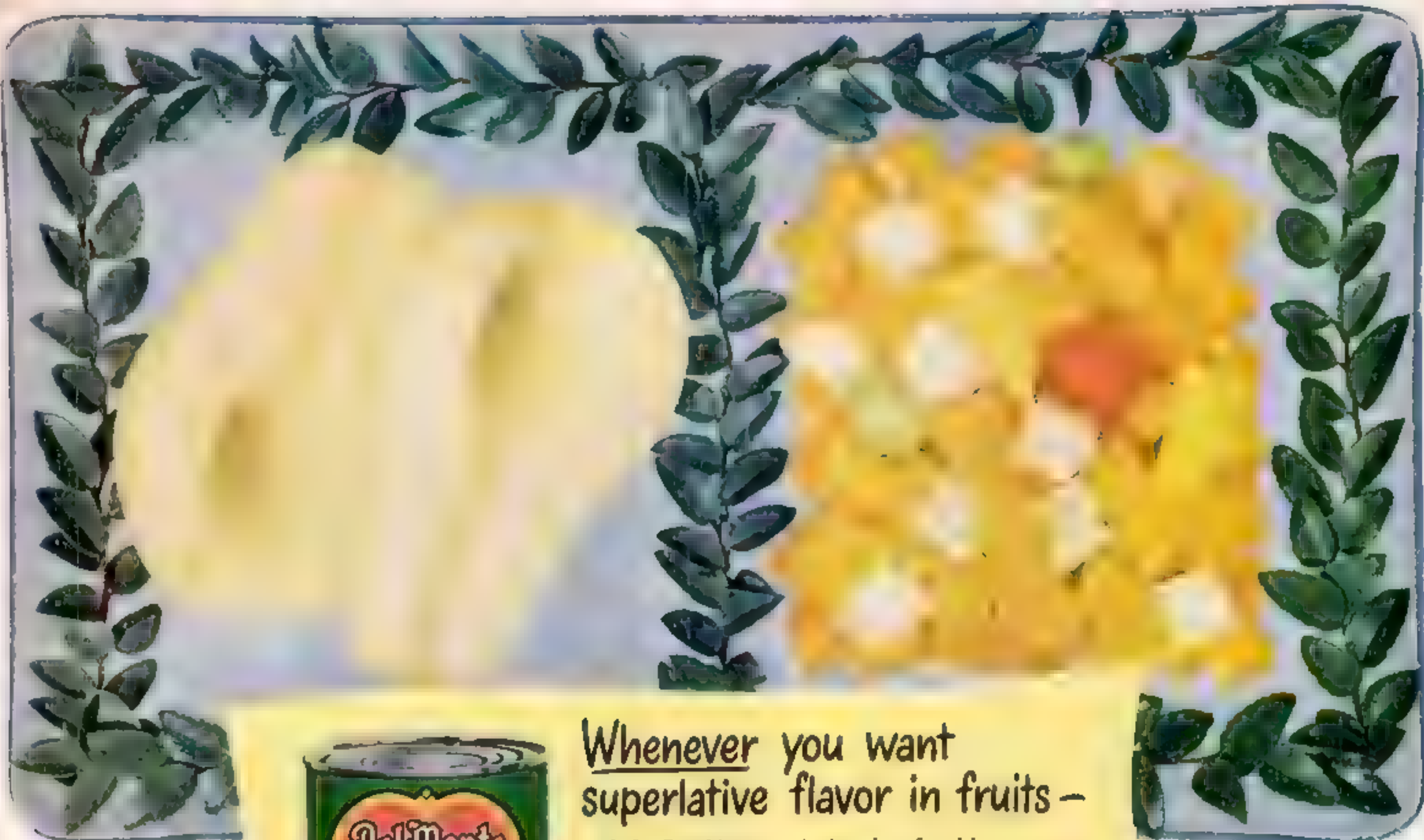
AMONG HIS SURFACES. El-Milick balances in his right hand the white, bone-like No. 19, the formula for which is written on a white board behind his head. Just in front of him is gridlike No. 26. Its formulas: $y = \pm \sqrt{e^2(a^2 - x^2)} - z^2$ and $y = \pm p(x \pm v) \pm \sqrt{e^2(a^2 - x^2)} - (z \pm v \pm v')^2$. He is looking at flowerlike No. 17.

EL-MILICK

In a sixth floor walk-up apartment in Paris, a mathematician named Maurice El-Milick, another of *Scripta's* contributors, is working 10 hours a stretch making "surfaces." These surfaces are algebraic solids (above) and differ from Boyd's in that they are usually based on formulas alone. Each of them involves 20 to 25 pages of computations so involved that if El-Milick is once interrupted he must start all over again from the beginning. All together he has made 64 surfaces. The first he called *Flower*, but after the first he stopped giving them names and began using numbers. During the war several of his surfaces were destroyed. Now seven of them are being exhibited at the Louvre. El-Milick was born in Tunis in 1899, taught mathematics in Cairo, Alexandria and in Paris and has written 12 books on the subject of mathematics. In addition to his tremendously abstruse solids El-Milick also constructs pretty graphs from comparatively simple formulas, some of them looking much like bar bells, others like hearts and flowers (below).



HEART AND FLOWER are samples of the hundreds of designs El-Milick can produce. First he roughs them out on graph paper, then he works out formula that will make desired design, completes drawing and erases graph lines.



Pineapple • Apricots
Peaches • Fruit Cocktail
Fruits for Salad • Pears



Whenever you want
superlative flavor in fruits —

ask for DEL MONTE—the brand preferred by more
women than any other line of canned fruits and vegetables
in the world! So many delicious varieties, too!

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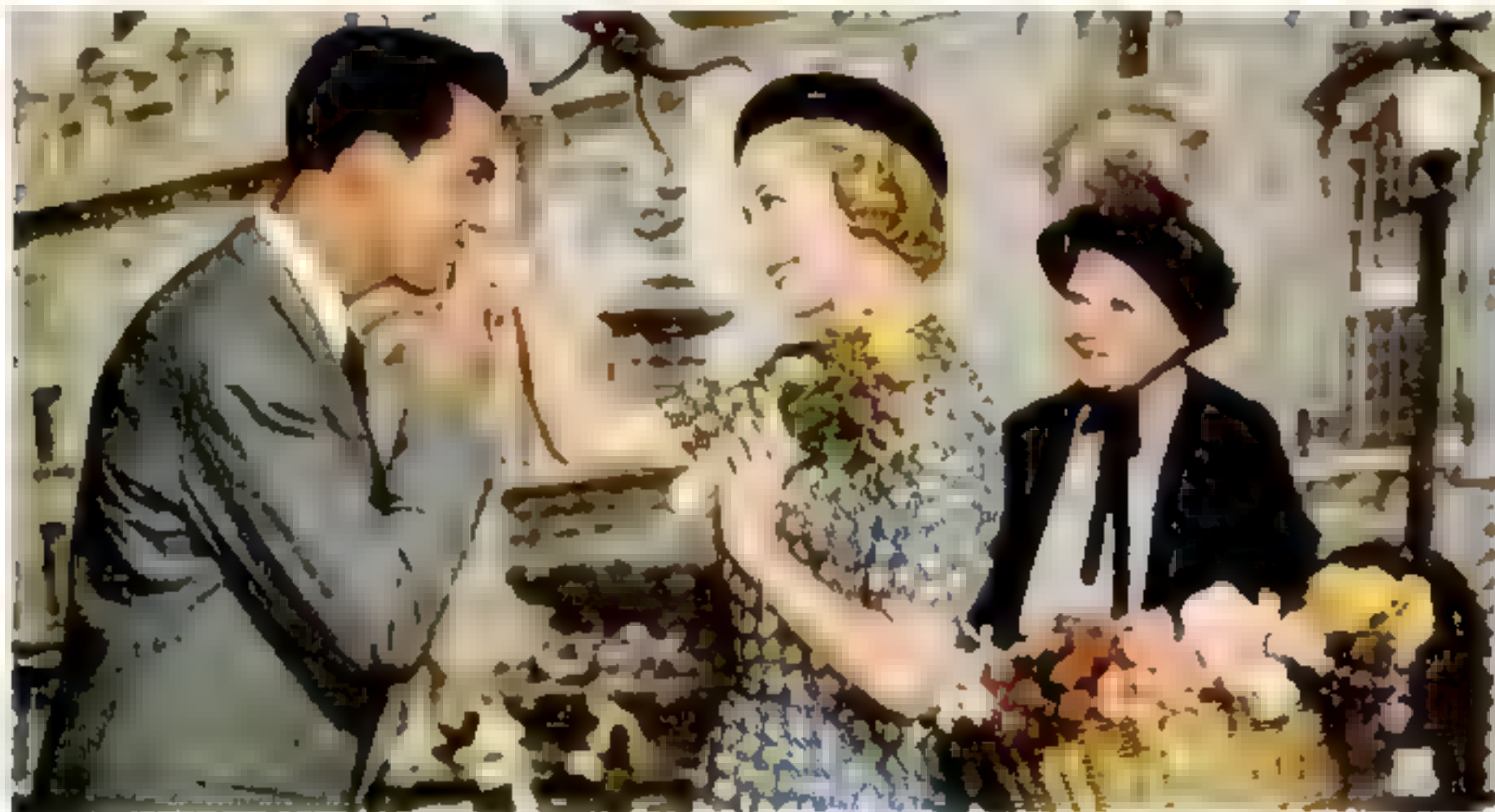
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More good foods
from the brand that puts
FLAVOR FIRST

My Dream Came True in LONDON

When Tom Kissed My Hand



"M'Lady, a token," Tom teased. Then he bowed low and kissed my hand right in the middle of Piccadilly Circus! I thanked Jergens Lotion a thousand times for keeping my hands so smooth... 'cause I know Tom noticed them...



When we went to the Tower of London, Tom held my hands so tightly. "These soft, little hands are more precious than the Crown Jewels!" he said.



Later that evening, we watched the Thames glide by Westminster Bridge. "You hold my heart in your sweet, adorable hands... forever," Tom whispered. And as we kissed... I knew it would be forever for us.

It's fun being Mrs. Tom! Tom buys my Jergens Lotion now! After all, it started this handkissing.

Kissable hands are softened, smoothed... protected with today's super-creamed Jergens Lotion. *Actually two ways finer*, it protects your hands longer; keeps them softer and smoother. Being a liquid, Jergens Lotion quickly furnishes the softening moisture thirsty skin needs. Doctors rely on two special ingredients for skin softening. Your Jergens Lotion contains *both*!

Hollywood Stars use Jergens 7 to 1 to keep their hands soft and ever young. Keep your hands lovelier the way the Stars do. Still only 10¢ to \$1.00 (plus tax). Never oily or sticky.

New yours—Jergens Beauty Kit! Contains generous samples of Jergens Lotion, Powder, Face Cream and Dryad Deodorant! Send 10¢ to The Andrew Jergens Co., Box 8, Dept. 45A, Cincinnati 14, Ohio. Sorry, offer good in U.S.A. only, expires Dec. 31, 1949.



More Women use Jergens Lotion than any other Hand Care in the World



GRIMACING WITH PAIN, CRANE WAITS FOR THE AMBULANCE

SEEN FROM A HOSPITAL BED

LIFE photographer recovers from injury

When the plane carrying him on a **LIFE** assignment over Los Angeles recently flipped over in a crosswind while landing and crashed, Photographer Ralph Crane found himself hurriedly being dispatched to the Behrens Memorial Hospital in Glendale, Calif. with a severe back injury. Not content to fritter away his 10-day immobilization merely reading and sleeping, Crane seized the opportunity to record the entire experience by camera. He photographed fellow patients, visitors and his own treatment with equal zest. Sometimes his subjects were so close that his own left hand got into the close-ups. By the time he got home Crane had made a complete patient's-eye record of hospital life.



CRANE'S FOOT is being bathed by Nurse's Aide Esther Nieskes as another patient receives blood transfusion. He had semiprivate room with three others.

CONTINUED ON NEXT PAGE

A dog's life is not so bad!



"Meaning what, Tom?"

"Well, I mean it's pretty nice when you can count on someone else to provide for your future. Lady here always knows where her next meal is coming from."

"Don't worry, dear. Our next meal is in the refrigerator."

"I wasn't thinking of the very next meal, Betty. But how about next month—or next year—or the years to come, if I'm not around any more?"

"So that's what you've had on your mind the past few weeks!"

"Yes—and I'm working on a plan to

get it off my mind. I'm arranging for a Mutual Life Insured Income program to give us double security. There'll be money enough for you each month if I'm taken out of the picture—and a regular retirement income for both of us if I'm still around. That's an even better deal than Lady's got."

Many men are finding that Insured Income is the best answer to the problem of future security for their families and themselves. It's a practical plan because it builds on what you already have—your present life insurance and your social security.

Let the Mutual Life career Field Underwriter in your community explain how Insured Income can help you.



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3 reasons for the extra clean feeling

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real peppermint for taste and breath

better penetration between teeth



SQUIBB Dental Cream

The priceless ingredient of every product is the honor and integrity of its maker

HOSPITAL CONTINUED



BLOOD COUNT is taken by Laboratory Technician Ella Louise May.



HEART BEAT is checked carefully by Staff Doctor Charles Norton.



EVENING MEAL is brought to Crane's bed via Aide Phyllis Goble.



X-RAY MACHINE, with Technician Tjarks, is seen from below.



FELLOW PATIENT Peter Rosegard greets wife and four children.

It's a better dress...



if IT'S A DAN RIVER FABRIC

Living proof—Cordspun®, tops among cotton cords, introducing a new trend in tone combinations. Crisp and cool, fast color, Sanforized*. It seems to grow fresher with every washing.


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A Hope Reed Classic. Lavender-and-grey, blue-and-grey, or green-and-brown stripe. Sizes 12 to 18. About \$9 at McCrory's, New York; Rich's, Atlanta; Slix, Baer & Fuller, St. Louis; Jelleff's, Washington, D. C.

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For keeps she treasures her Community
Silverplate. She likes its good lines,
good design — solid silver "Overlay",
sensible price. She knows — as her
jeweler says...

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Story A Nation Ever
Took To Its Heart!

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GREAT
STARS**
at Their
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Best!

SAMUEL GOLDWYN
PRESENTS
GARY COOPER
IN
**"THE
PRIDE
OF THE
YANKEES"**

—STARRING—
TERESA WRIGHT
WALTER BRENNAN
and **BABE RUTH** Himself
DAN DURYEA
Yolan and Yolandie • Ray Noble and his Orchestra
Directed by SAM WOOD
Screen Play by Jo Swerling and Herman J. Mankiewicz
Original Story by Paul Gallien
RE-RELEASED by RKO Radio Pictures Inc.

HOSPITAL CONTINUED



PATIENT LEAVES FOR HOME



HE ENTERS THE AMBULANCE



FRIENDS COME TO SEE HIM

OFF AGAIN IN APRIL

Crane's convalescence at his home was as active as his time in the hospital. A bed was set up in the dining room, near the door, to let Crane photograph all goings on. In his spare time he even gave a few dinner parties. An inventive photographer whose "camera angle" ideas have been borrowed on Hollywood movie sets by directors, Crane took *LIFE*'s essays on the Bad Boy (May 12, 1947), Williams College and the visit to the Laughtons (Jan. 24). He never sets his cameras down, has even been seen coming down a ski slope, bolt upright at full speed, cameras and equipment flying. Now up and around again, Crane plans to leave for Italy on April 5, on assignment for *LIFE*.



PROPPED UP IN BED, Crane is alert for good pictures in his room.

SCHICK SHAVERS

Get faster, closer electric
shaves with new preparation!

Now you can get quicker, longer-lasting shaves from your Schick Electric Shaver—with sensational new Letric Shave. Just dash a few drops on your face *before* shaving.

"Saves time—leaves
face feeling swell"

R. GRIFFITH
Burlington, Vt.



Letric Shave lubricates and smooths down skin to overcome "shaver drag," helps save precious minutes.

"Shaving is closer—
and much easier"

J. STREETER
San Francisco, Cal.



Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Letric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-1, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)



**Letric
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Fast HELP for HEADACHE



**BROMO-
SELTZER**
FIGHTS HEADACHE
THREE WAYS

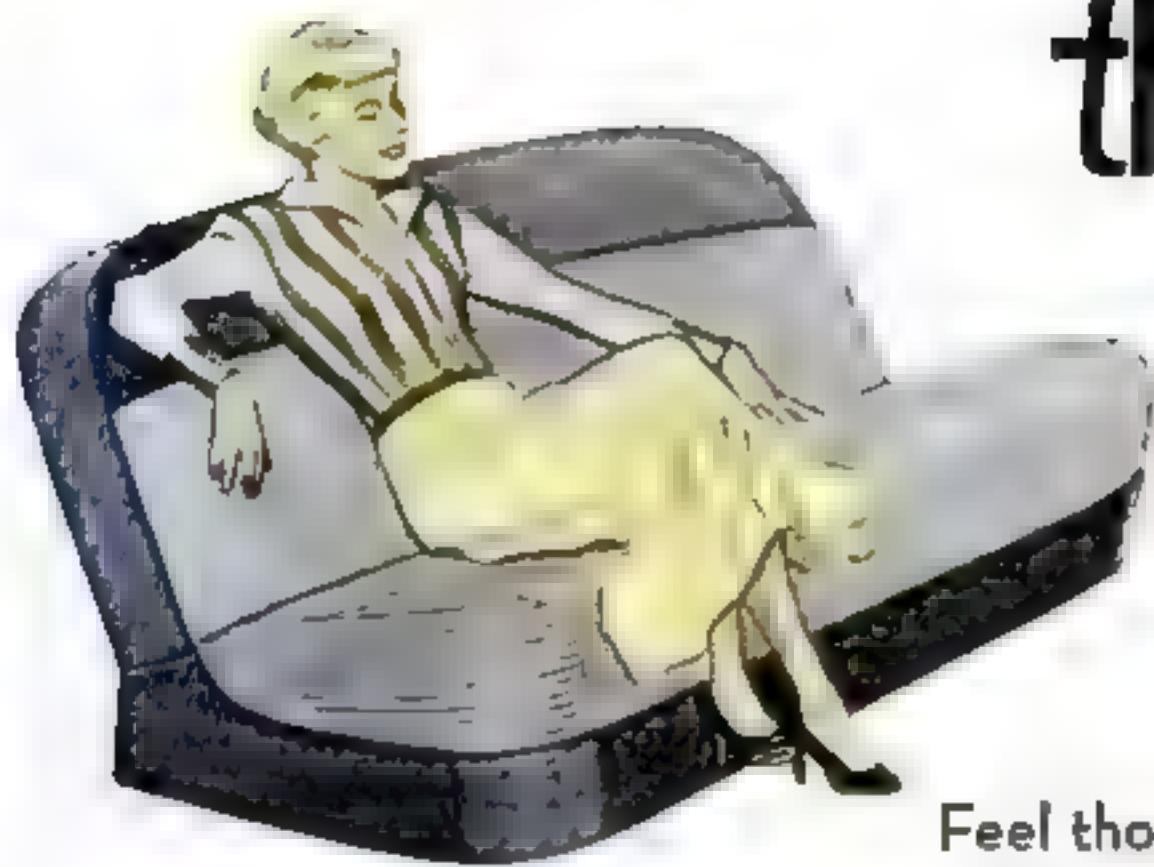
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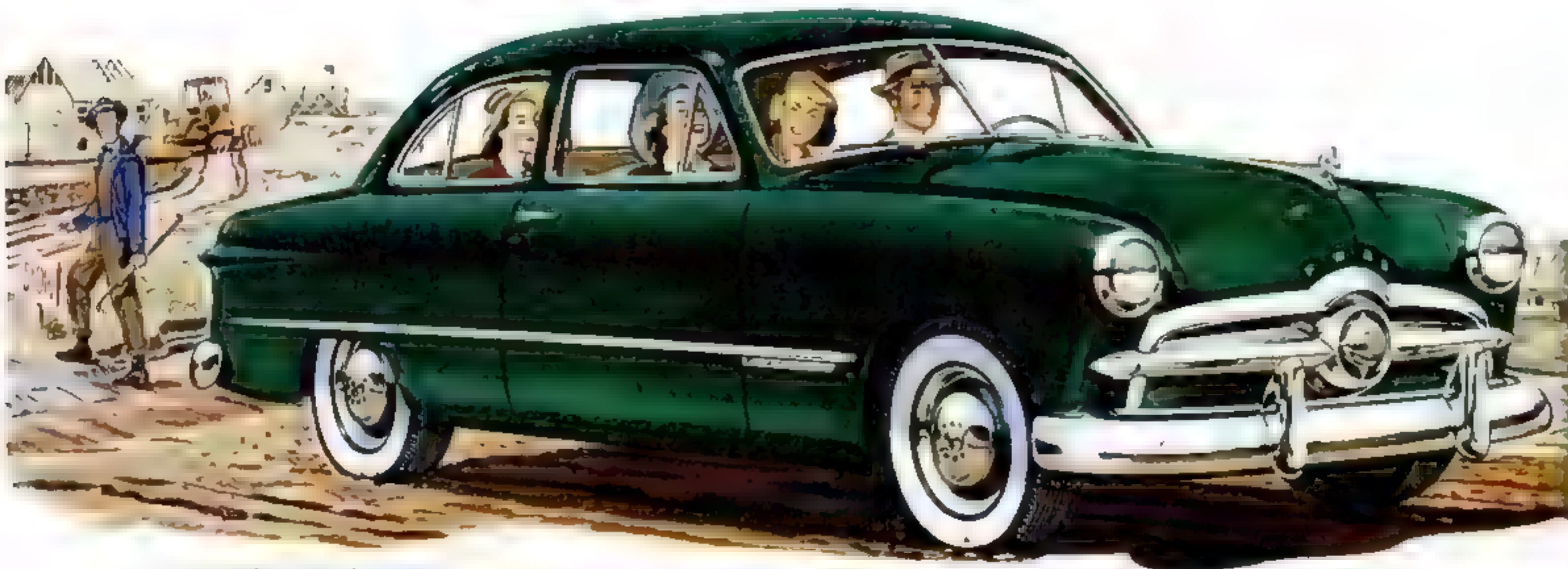
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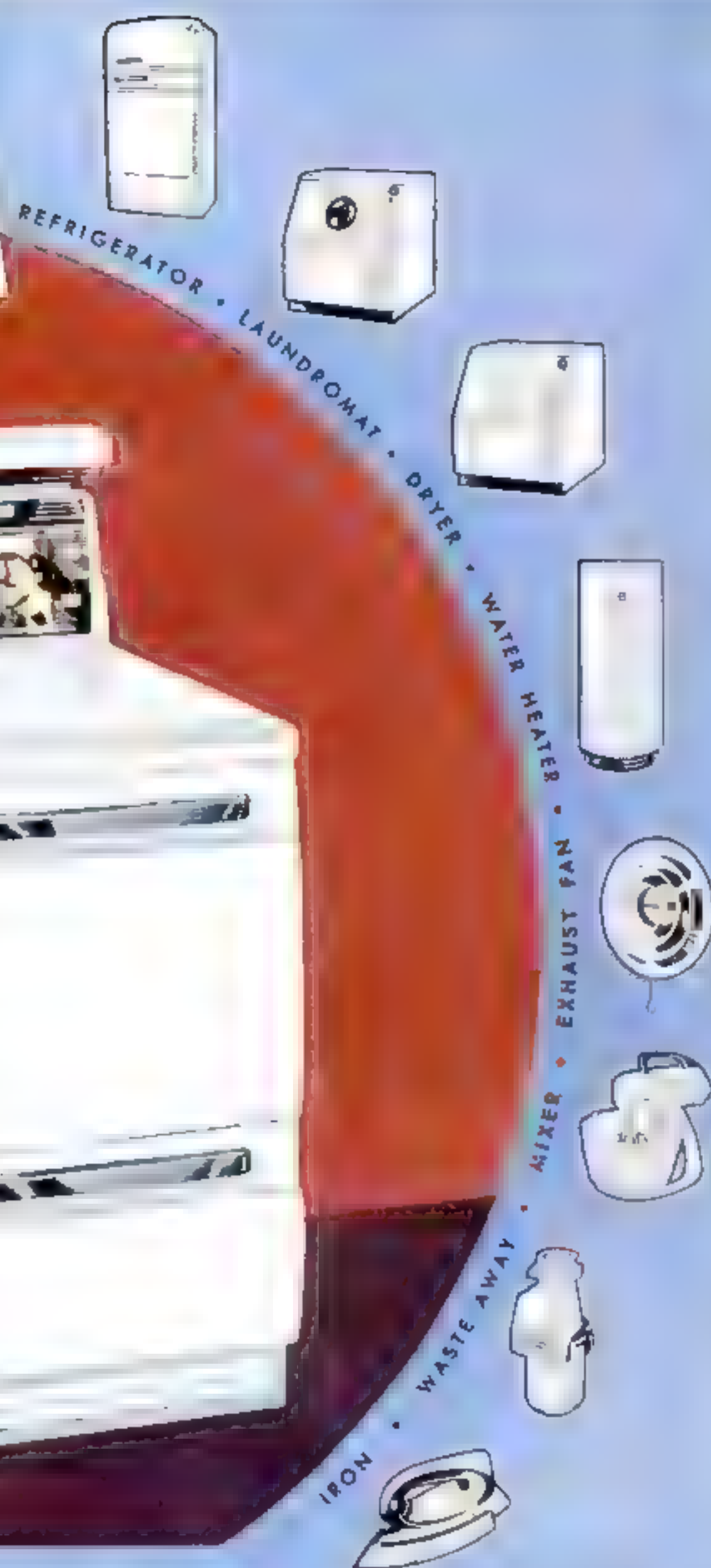
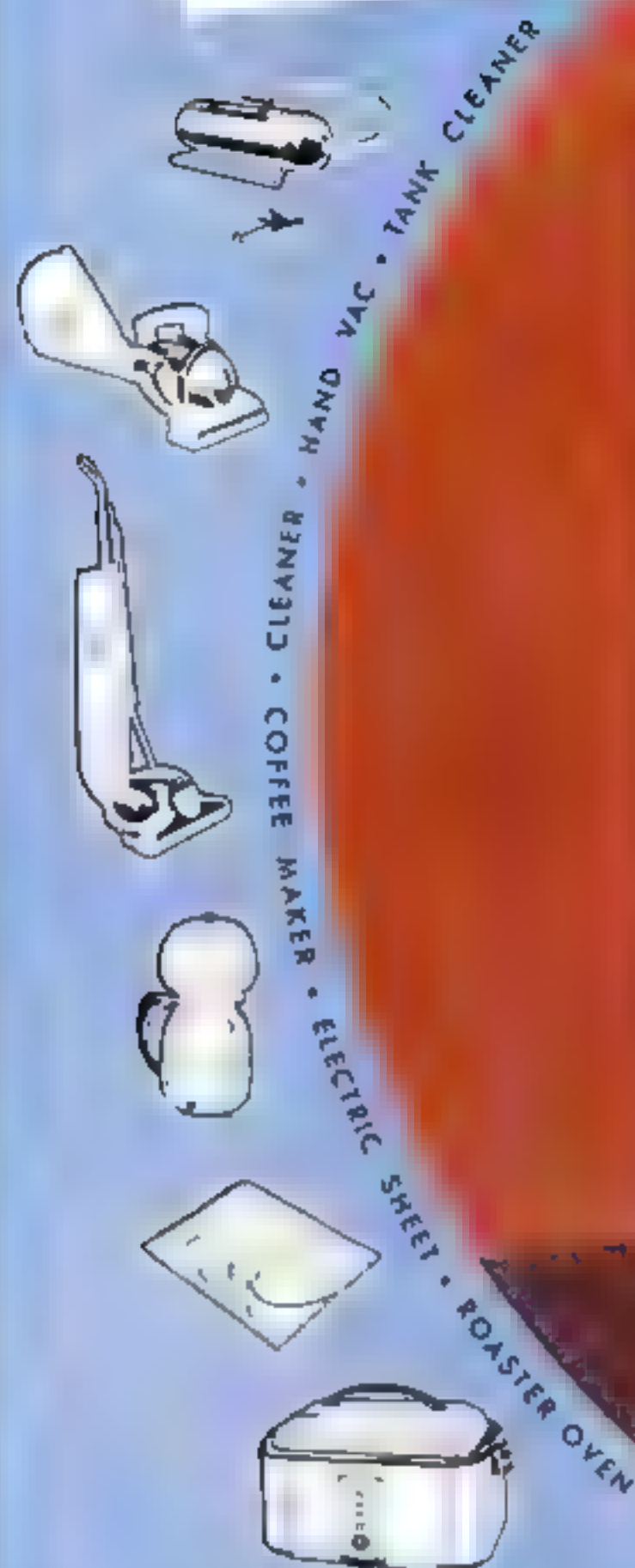


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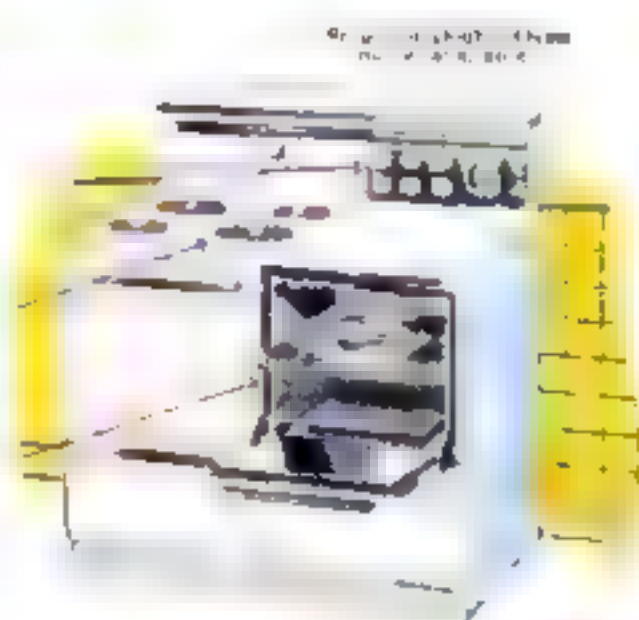
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LIFE'S COVER

Though she is only 16, Madeline Balcar—who appears on LIFE's cover—is not very interested in the fads usually associated with girls her age. She likes a lively time but goes about it in a rather restrained way. She likes her music on the soft, sentimental side (favorite singer: Dennis Day). Madeline's favorite weekly social activity is a Friday-night church dance, where she sits out the jitterbugging. She sketches and hopes to study art. This grown-up approach is also reflected in her taste for clothes, which is shown on pages 137 to 141.



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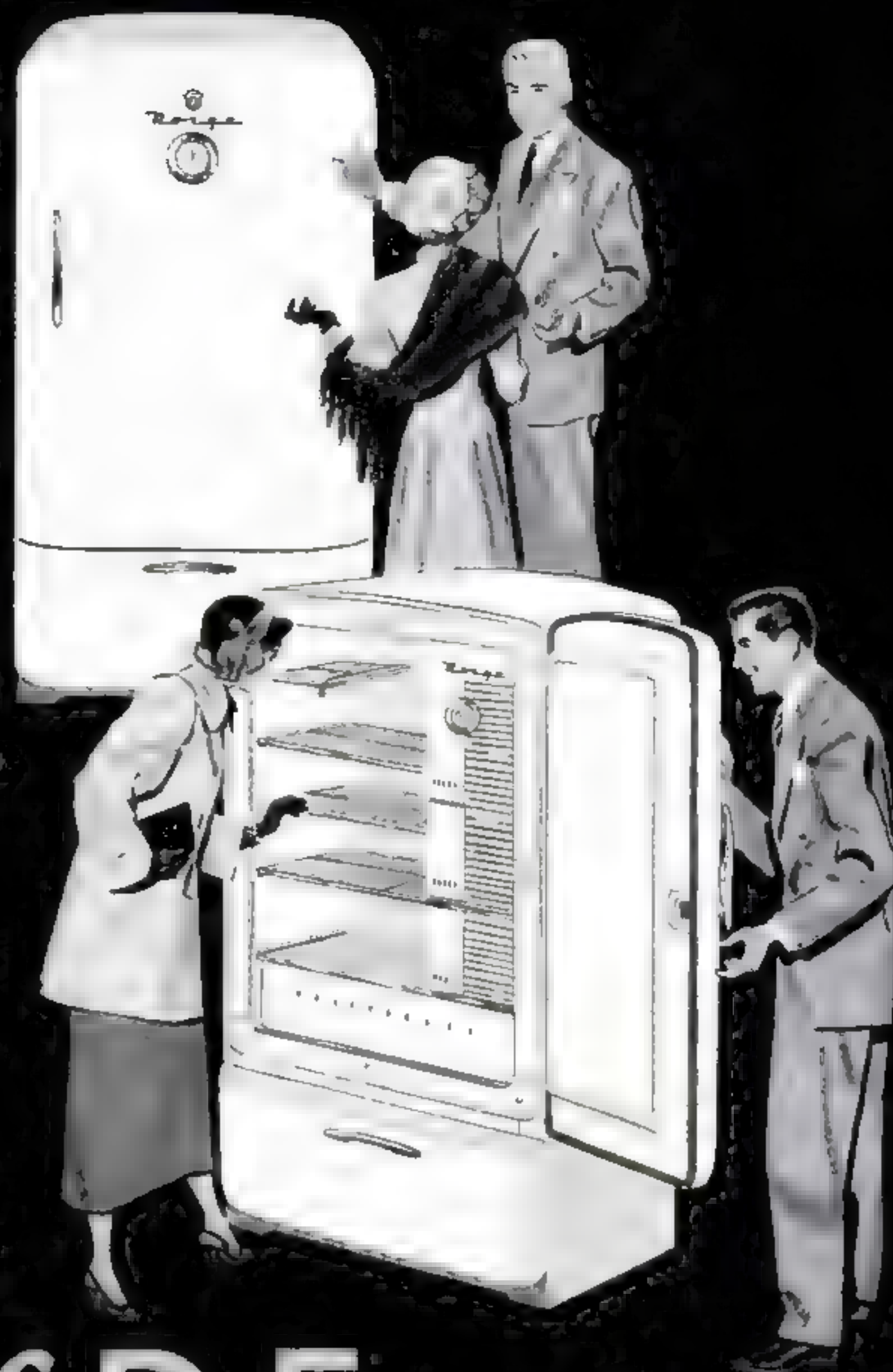
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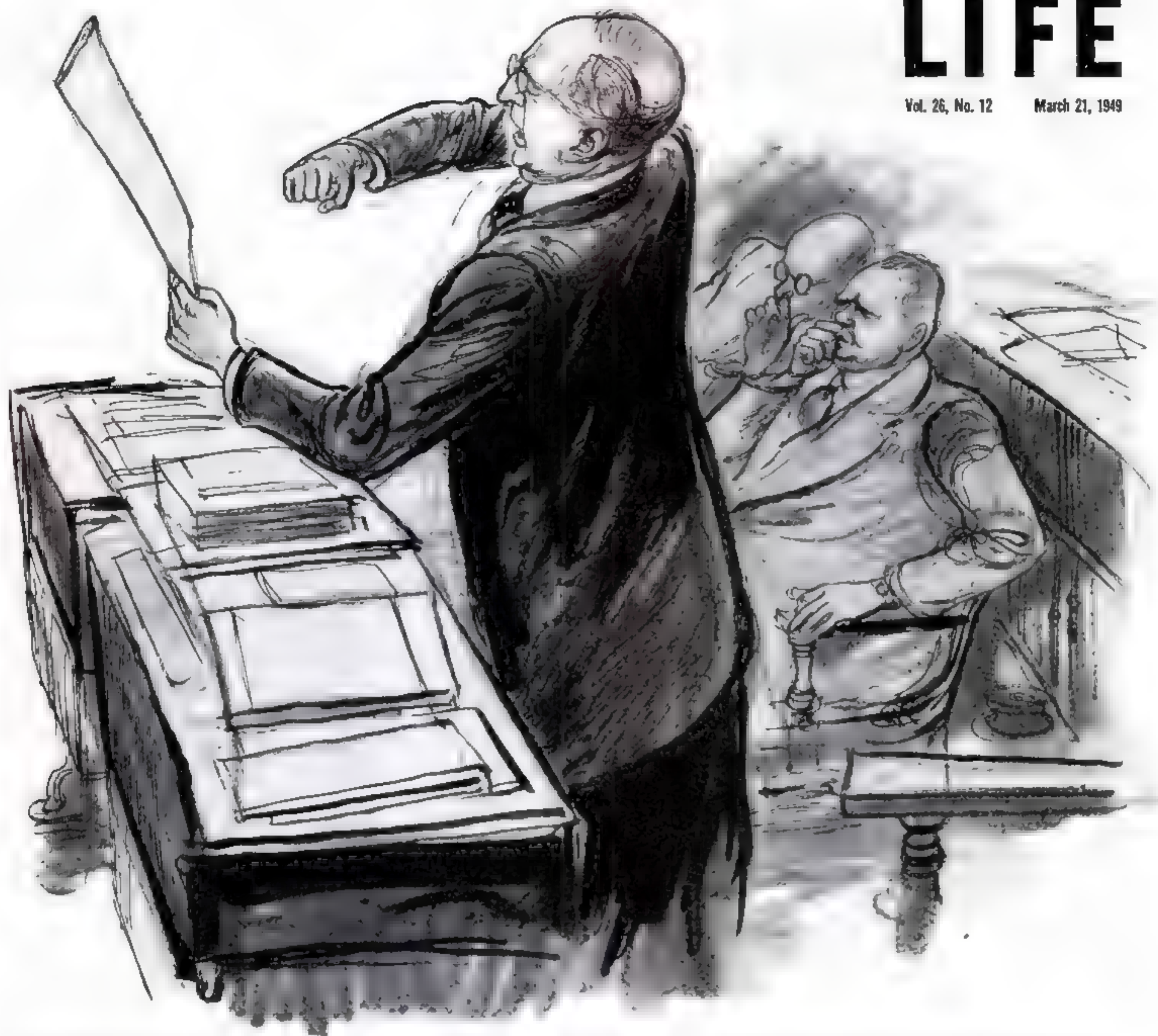
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GEORGIA'S RICHARD RUSSELL, LEADER OF THE FILIBUSTER, SPEAKS AT EVENING SESSION. SENATORS HILL (LEFT) AND BYRD LOOK ON IN GRIM APPROVAL

FILIBUSTER THREATENS TRUMAN PROGRAM

SKETCHED FOR LIFE BY WILLIAM SHARP

Every time in recent years that a bill has come up in Congress to outlaw the poll tax or create a federal antilynching law or Fair Employment Practices Commission, the South's representatives have talked it to death. Last week, despite the Democratic platform of 1948 and all of President Truman's campaign promises, they seemed to be succeeding again.

After 10 days of a low voltage filibuster which went along so smoothly that Southern senators seldom had to work up more than a mild sweat, the South won a major victory. As explained on pages 32 and 33, this was on the matter of cloture—the right to shut off debate and thus kill a filibuster—and when and how the Senate rules permit it to be applied. The Senate decided that it would stand by its traditions and

concede the Southerners the right to talk their heads off if they so desired.

The Trumanites were now on a spot; one of them said, "If we are licked on this we are licked on everything." They had only three choices: 1) abandon the President's civil rights program altogether, 2) go through the wear and tear of an all-out, all-day, all-night filibuster, or 3) find some kind of face-saving compromise. At first they bravely announced that they would take the second choice and try to wear down the Southerners by holding sessions around the clock. But there were at least 20 Southern senators ready and eager to fight and if the filibuster went on too long some vital Truman measures like rent control would expire. On second thought the Admin-

istration started looking for a compromise.

While the struggle was going on Artist William Sharp sat among the spectators sketching for LIFE events on the floor which no photographer is permitted to take. His pen captured the South's Richard Russell at the height of the debate, arm raised in a defiant gesture (*above*). He was also able to portray the panorama of the Senate chamber (*pp. 32, 33*) and the drama of Barkley pitted against Vandenberg (*p. 34*). The fight was over a parliamentary maneuver. But it was a damaging blow, landed only 50 days after the triumphal inauguration, that could mean a smashing personal defeat for the President and a threat to his whole program. The filibuster seemed to have proved his opponents could beat him in Congress if not at the polls.



AT A CRUCIAL MOMENT in debate the galleries are crowded and spectators strain for better view

of floor. But they abide by Senate rules against applause, and it is impossible to gauge their sentiments.

ROUND ONE BOILS DOWN

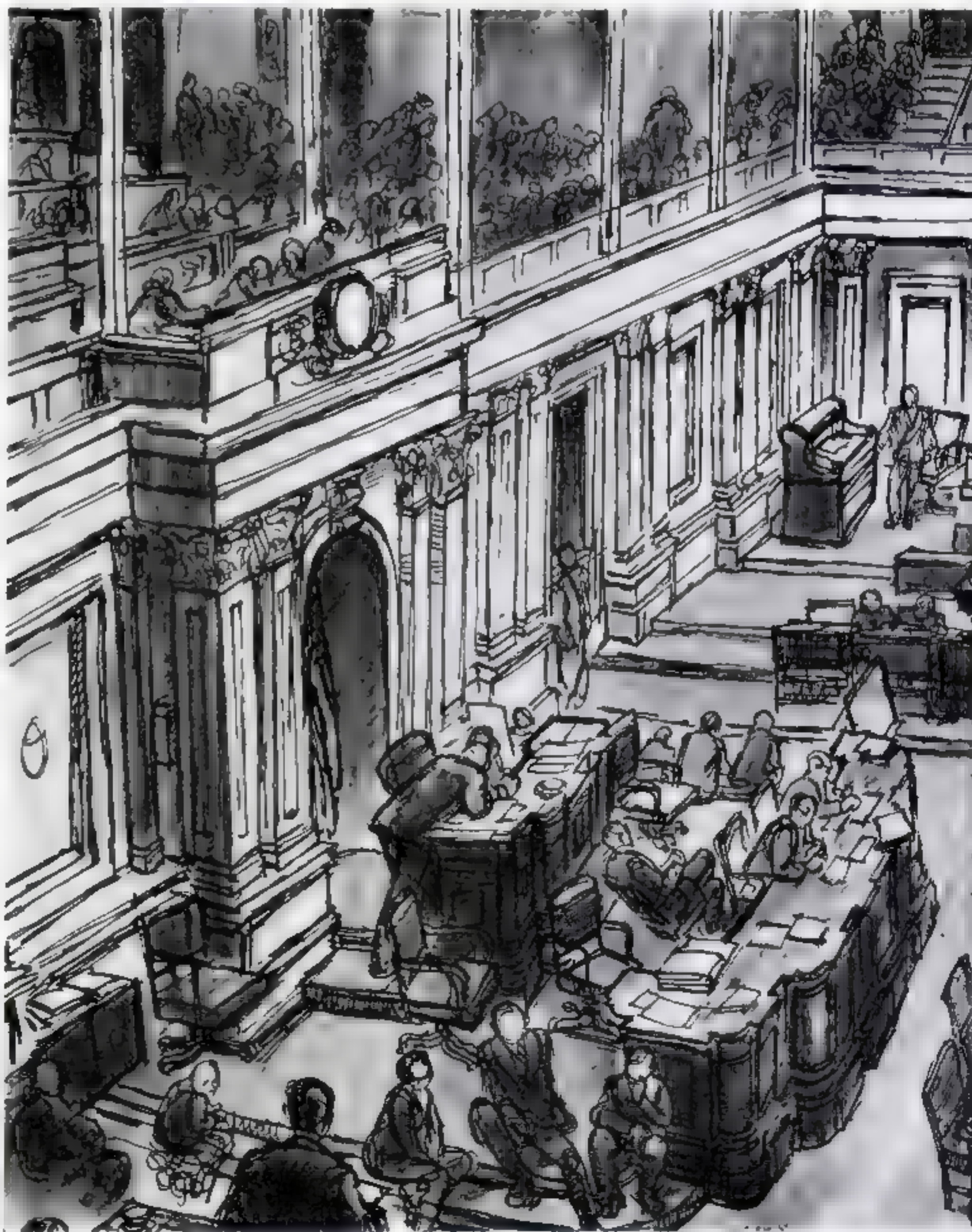
Like most filibusters this one had long stretches where floor and galleries were nearly deserted—and yet there was always a high tension. At immediate issue was the South's traditional racial stand. And over this lay the shadow of an even greater issue: how patient should the majority (in this case the North) be with the sentiments of the minority (in this case the South)?

Ever since Rome the filibuster has been used by the minority. Sometimes it has impeded progress; sometimes it has kept unwise laws from being written on the impulse of the moment. In the U.S. Senate the ground rules have been that members can filibuster as long as their bodies will stand the strain—unless the cloture rule is invoked. Under this rule a request to cut off debate can be made by a petition signed by 16 members. Then the request for cloture is put to a vote. If it is approved by two-thirds of the senators voting, debate is limited to one hour per senator. But there is a loophole in the rule as it has been interpreted over the years. Cloture can be invoked only on a measure up for passage. But no measure can go up for passage until the Senate approves a motion to consider



PAGE BOY CARRIES MILK TO A SPEAKER

A LULL IN DEBATE comes as Majority Leader Lucas bends over Vice President Barkley's desk (under clock at left) to discuss strategy. The floor is half-empty and the few senators present relax or conduct bored conversations. Tables in center foreground are used by relays of harried stenographers who had to take down every word of the long-winded speeches.

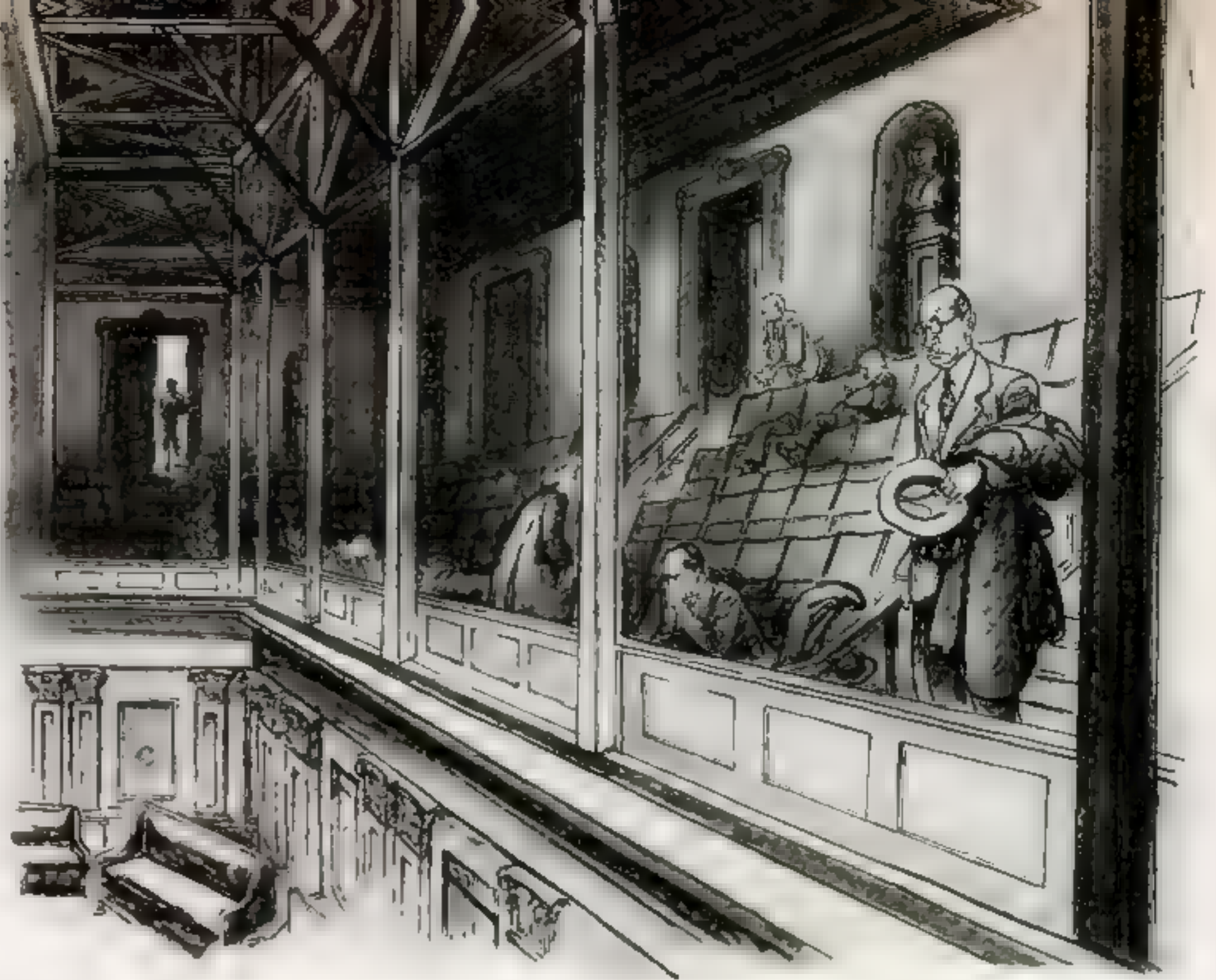


TO A FIGHT OVER RULES

it—and on such a motion cloture does not apply.

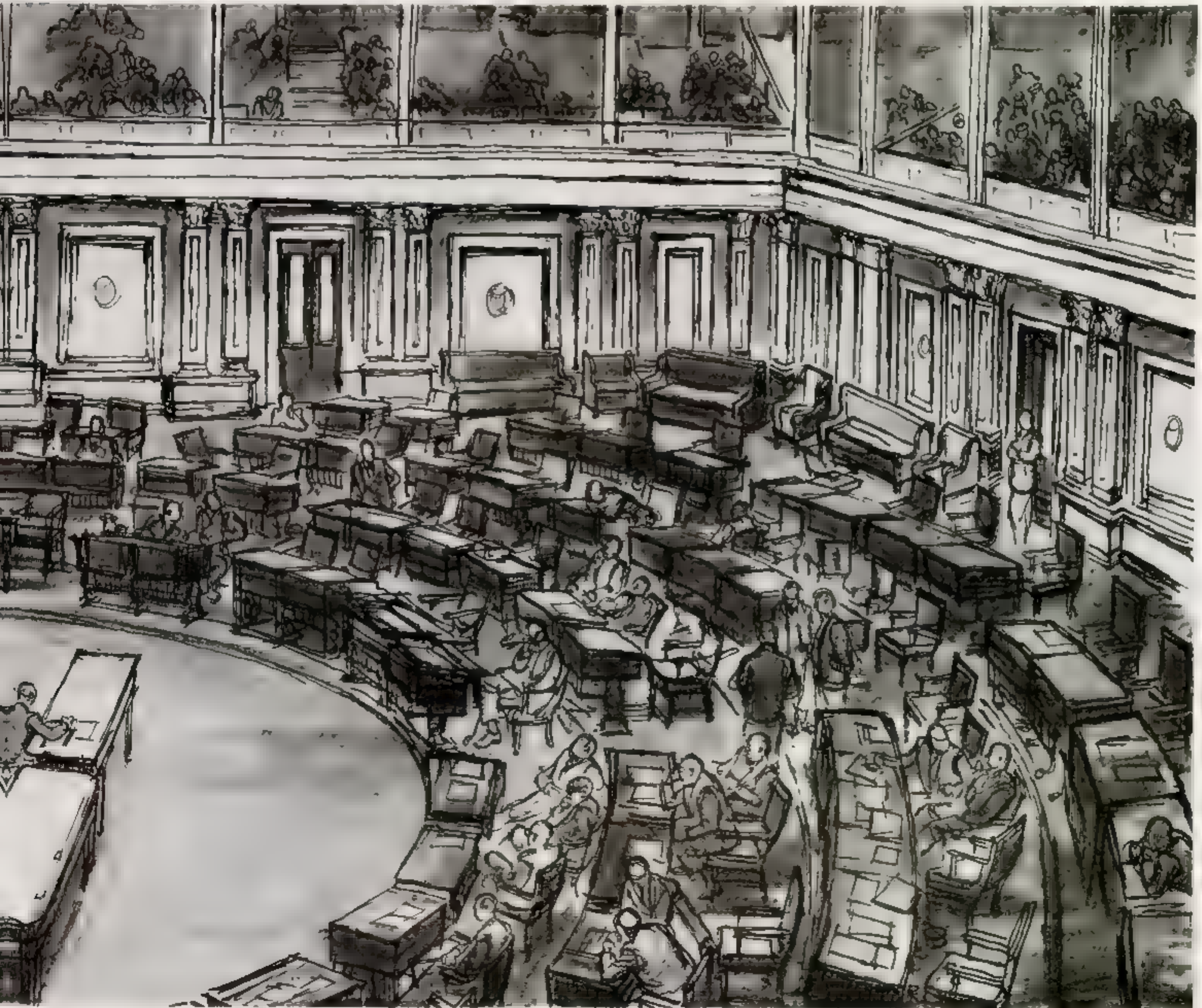
To pave the way for getting the civil rights program passed over Southern objections, the Administration has been trying to get the rule changed. Its tool has been Senate Resolution 15, which calls for permitting cloture at any time. And it was on a motion to take up this resolution that the Southerners got busy with their filibuster, not waiting for the civil rights program even to be presented.

After they had talked for 10 days, Majority Leader Scott Lucas got 33 signatures and submitted a cloture petition. Vice President Barkley (p. 34) overruled earlier interpretations and said that cloture could indeed be invoked at that point. But the Southerners appealed and the Senate voted 46-41 against Barkley. Like Republican Senator Vandenberg, who made an impassioned speech against the Barkley interpretation, many of the 46 senators thought it was dangerous to limit the right of debate through a mere ruling by the chair. The best chance for agreement seemed to be a new Senate rule which would permit cloture at any time, as the Administration wants, but only if 64, or perhaps even 72, senators voted in favor, as the South wants.



AT LOW EBB of filibuster, while a Southern senator drones on, the gallery is nearly empty. One visi-

tor has a leg stretched over chair and dozes. Man arriving at right is undecided whether to stay or leave.



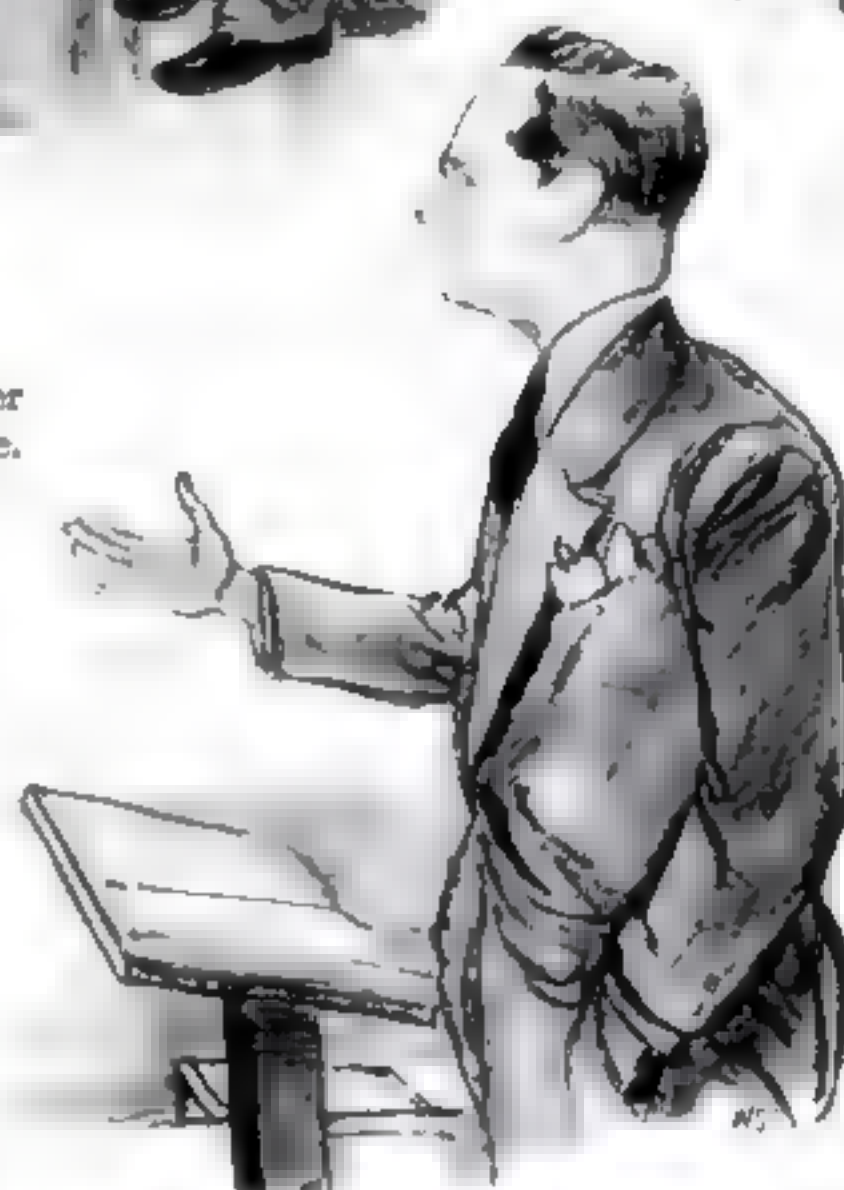


TOM CONNALLY of Texas (right) discusses Southern plans with newspaper correspondents meeting him just off the floor in President's Room of the Senate.

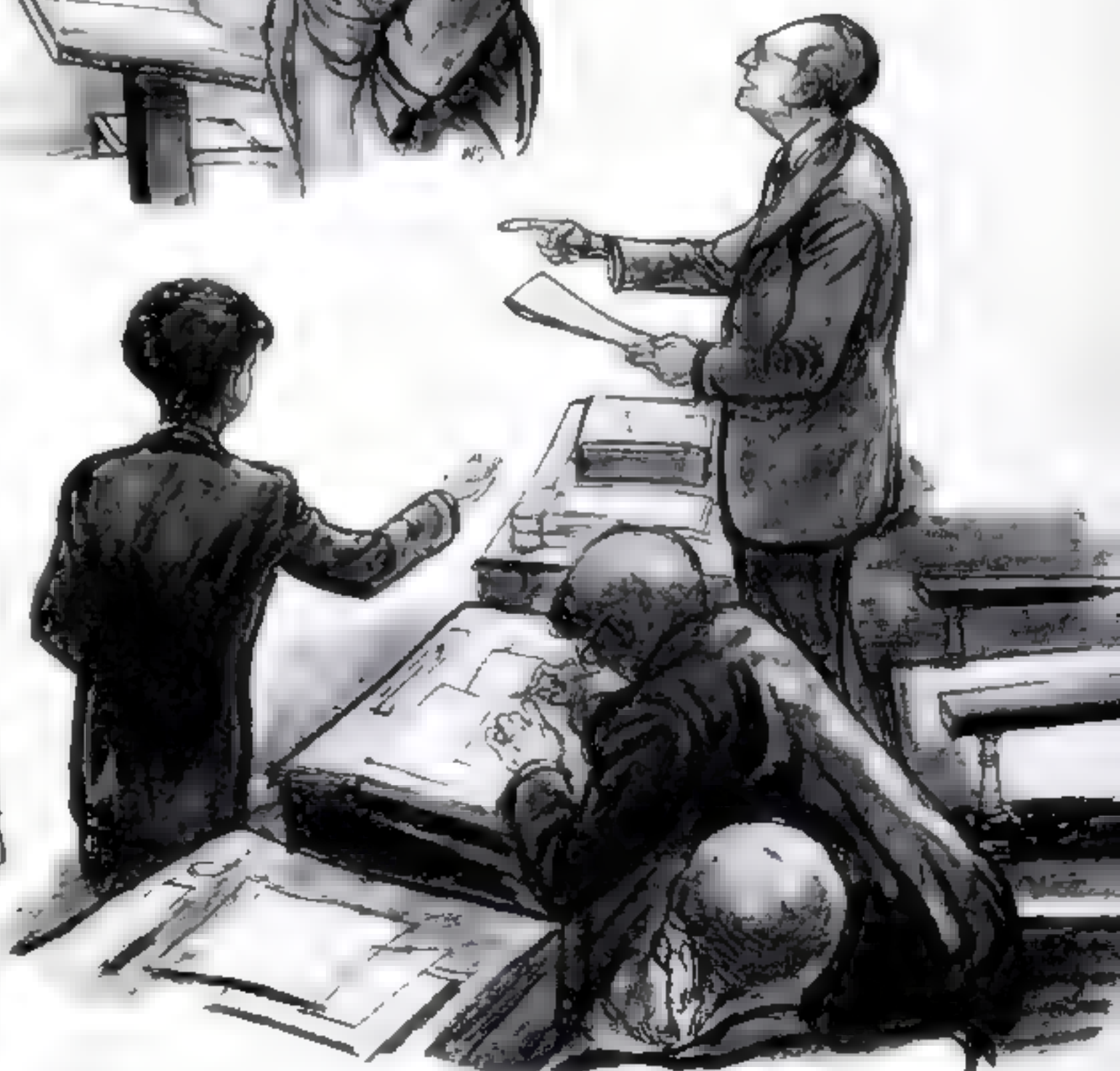


ARTHUR VANDENBERG calls Barkley ruling violation of "due process"

RUSSELL LONG speaks for 57 minutes in his first emulation of his famed father Huey Long's tactics.



ALBEN BARKLEY hands down controversial rules interpretation which Senate later overruled. Head at end of table belongs to Senate Secretary Leslie Biffle.



SCOTT LUCAS, trying his best to cut off filibuster prepares to hand page boy his cloture petition, which was signed by 33 senators twice as many as needed



HARRY CAIN, Washington Republican, is dog-tired as he nears the end of his six-hour and 45-minute speech—the longest of the week—which was a big help to the Southerners. Under his desk is extra pair of shoes (He changed three times to ease his feet.) His secretary sits by with material. In background a Senate stenog-

rapher has moved in to take notes. His speech was a wheel within a wheel within a wheel—he used his time to oppose confirmation of his old enemy Mon C. Wallgren as head of National Resources Planning Board and also was hoping that the filibuster could be kept going long enough to kill rent controls, which he hates.

WESTERN FAITH

AT LAST A GOOD BASIC BOOK TO FLING AT THE COMMUNISTS

In their struggle for the world the Communists have one great advantage over the West and that is the power to generalize their position and their aims. They have their book (*Das Kapital*) and the commentaries thereon by Lenin and Stalin. They believe they know the "laws" of historical development; they believe they have a science of human behavior that enables them to predict, to organize and to attack. In brief, they have certainty, which is at least a workable substitute for faith.

The West, too, has its basic books and commentaries, but it has forgotten how to read them. John Locke, the father of the American Constitution, moulders in the libraries; Jefferson is a series of Fourth of July catchwords; Adam Smith, author of *The Wealth of Nations*, is an excuse for economic barbarism, not the Scottish moralist who attacked the monopolistic businessman. We have only the dimmest idea of where we came from, and hence it is impossible to know precisely where we are or to what destination we are bound.

It is to this sense of uncertainty about our moral bearings that Paul McGuire has addressed an eloquent new book, *There's Freedom for the Brave* (Morrow, \$4). The Western communities, as Mr. McGuire points out, were founded on the idea that there is a natural moral law upon which all civil laws must lean if they are to have legitimate sanction in the minds of men. Few of us can afford to take time to study the concept of the natural moral law in Aristotle. But we can read about the genesis and application of the concept as Mr. McGuire

explains them in his fluent prose. *There's Freedom for the Brave* may not be the book to fling in the faces of the Communists, but it will do until a better one comes along.

Mr. McGuire doesn't blame the Marxists for our present predicament; he blames ourselves. Marxism is a result of our disintegration, not a cause. Once the West had a moral community; it agreed on a few basic principles. We agreed that men were equal before the law, that each individual had infinite worth in the sight of God, that the disposition of human energies might be umpired by the state but not forced into state-dictated patterns. We believed that our basic rights derived from "the Laws of Nature and of Nature's God," to quote the Declaration of Independence, and not from legislative majorities which might or might not apprehend the laws of nature correctly. We believed, finally, that any state which presumed to usurp the function of "Nature's God" was not worthy of the allegiance of its citizens.

The difficulty, as Mr. McGuire fails to stress, is in knowing what the laws of nature are. Catholics may have one idea about them, Presbyterians another. But if the community does not at least agree on the proposition that natural moral law can be determined by a close study of human nature in all its manifestations, then we have no defenses against what Mr. McGuire calls the "monstrous state." If civil law is merely what those in power choose to impose, how are we to judge the justice of any given constitution or statute? The very idea of justice presumes that even lawgivers must bow to

some authority that is superior to constitutions.

Marxism believes in "historical materialism"; the West theoretically believes in a spiritual truth behind the material circumstances of history. The historical materialist either bows to force or imposes it; the believer in spiritual truth may use force, but he seeks to channel it within the boundaries set by a study of justice. It is when the believer in spiritual truth decides that he cannot know or establish justice that the monstrous state takes over. The West was approaching that point long before Lenin or Hitler appeared on the scene.

Mr. McGuire has no broad political program to proclaim. What he does argue is that each individual must accept responsibility for his own behavior. If each of us can become an individual moral being, a sense of moral community must follow. In a world of mass production this means that corporations and labor unions must both consider the social as well as the economic implications of their activities. Big capital and big labor must acquire consciences.

Since the U.S. has the power, leadership must come from this country. But Britain and Western Europe can be counted on to "resist the bastard fatalism which now infects us." Once the West puts its own house in order, Communism must lose much of its threat. For, as Mr. McGuire points out, Stalin would be faced by a moral community with physical bases in Kenya and in Papua, in Labrador and on the Isle of Man. Under such circumstances he would not dare try to impose world Communism by resort to arms.

WESTERN WORKS

OUR CHURCHES PLAN CONCERTED OFFERING FOR THE WORLD

In Mr. McGuire's social polity, the voluntary association of free individuals is the proper counterpoise to state action. Every time a group of people undertakes to solve a problem or meet an emergency without running to the state for money, it means that individual moral responsibility is in the ascendant. Contrariwise when we leave it up to the state to do good by force of taxation, we are dodging our own individual responsibility for the condition of the community. In view of the magnitude of World War II, a state-fostered ECA program may be necessary to save Europe. But Europeans would have more respect for Mr. McGuire's "American Idea" if more free associations of U.S. citizens would try to take some of the burden of rehabilitation on their own shoulders.

On Sunday, March 27, the American citizen who would act on Mr. McGuire's precepts has a unique opportunity to do something particularly effective. For on that day, in 76,000

churches representing every major Christian denomination and communion, a simultaneous offering will be taken "to rebuild the spiritual and material world of all the men and women and children in war-torn countries of Europe and Asia." In America what has been called "the dissidence of dissent" has perhaps been carried to extremes, but for the one great day on the 27th the U.S. Christian community will be acting as a unit. Northern Baptists and Friends, Congregationalists and Roman Catholics, Methodists and Lutherans—all of them will be swelling a fund to be administered through the regular overseas relief and rehabilitation channels of each denomination and communion. The churches hope to raise \$10 million in a day to rebuild overseas churches, schools and homes for orphans and the aged, and to help relocate tens of thousands of displaced persons.

An "invitation" to contribute to the one great day will be broadcast on "one great hour"

over the radio on Saturday, March 26. This "one great hour" will be heard over the 1,092 stations of CBS, NBC, ABC and Mutual. A special feature of the hour will be the reading of a script written by Erik Barnouw of the Radio Writers Guild, and Robert Sherwood.

A \$10 million offering in the collection plates on March 27 would do much to prove to Mr. McGuire that our sense of "moral community" is being revived. No doubt American generosity animates much of ECA, but there is power politics in that too. If we are to function as a truly Christian community, as Mr. McGuire hopes we shall in increasing measure, we cannot let our opposition to Communist principles be expressed solely by reliance on the mixed motives that go into the making of political grants and loans. The "one great hour" offers us an opportunity to help Europeans and Asiatics, but it also gives us a chance to renew contact with our spiritual source in the voluntary individual act.

PICTURE OF THE WEEK: ➡

This slightly awry cherub, happily munching a roll in a tangle of confetti and grapes, is 2-year-old Antonello Angelini, a small citizen of Rome. Antonello was dressed

as a somewhat baffled Bacchus to attend an elaborate children's ball at Rome's Quirino Theater, where he and many other costumed tots were entertained by magi-

cians, dancers, a puppet show and music. The Quirino children's ball was part of a pre-Lenten carnival which included dances and chariot races for Roman grownups.

A HUNGRY ROMAN TWO-YEAR-OLD
CELEBRATES AT PRE-LENTEN BALL





THE USUALLY HIGH-STEPPING RAY BOLGER LIES FLAT ON HIS BACK AFTER MAKING MISTAKE OF DANCING INTO A JAB BY WELTERWEIGHT CHAMPION RAY ROBINSON

BOLGER BUTTS IN

Dancer sticks big nose into a fight and winds up flat on the canvas

At first things were proceeding normally enough. LIFE's photographer was covering the Bock Beer Festival, an all-evening extravaganza promoted by the east coast brewers on March 9 to benefit the Red Cross. Toward the end of the show Boxers Ray Robinson and Sidney Miller were slapping each other about when suddenly Dancer-Comedian Ray Bolger provided the crowd—and LIFE's photographer—with a slapstick scene that was not in the script.

Wading into the ring, Bolger went into his famous arm flapping, nose-thumbing prizefighter routine. Ray Robinson, spotting the intrusion out of the corner of his eye, playfully flapped a glove in Bolger's direction. Despite the dancer's nimbleness, Bolger could not bob his huge nose out of harm's way. The result was a crunching blow that delighted the audience, gave LIFE this exclusive picture sequence but almost ruined the famous hawklike Bolger profile.



BOXER ROBINSON EASES BOLGER BACK ONTO WOBBLY LEGS AFTER HIS TUMBLE



MOPPING HIS NOSE, BOLGER CAPERS WEAKLY ABOUT WHILE THE FIGHT GOES ON



BOLGER PLAYFULLY COMPLAINS TO ROBINSON HIS NOSE WAS BROKEN BY BLOW



RED CROSS QUICKLY COMES TO BOLGER'S RESCUE WITH AN OUTSIZED COMPRESS



THE NEW MAYOR sits calmly in her office, completely unperturbed by the repercussions of her antigambling drive. Prim, slim Dorothy Lee has been in politics for 20

years as councilwoman, judge, state senator. She likes to say, "A woman may have a figure like Venus and bake a wonderful chocolate cake—and still be a flop at City Hall."

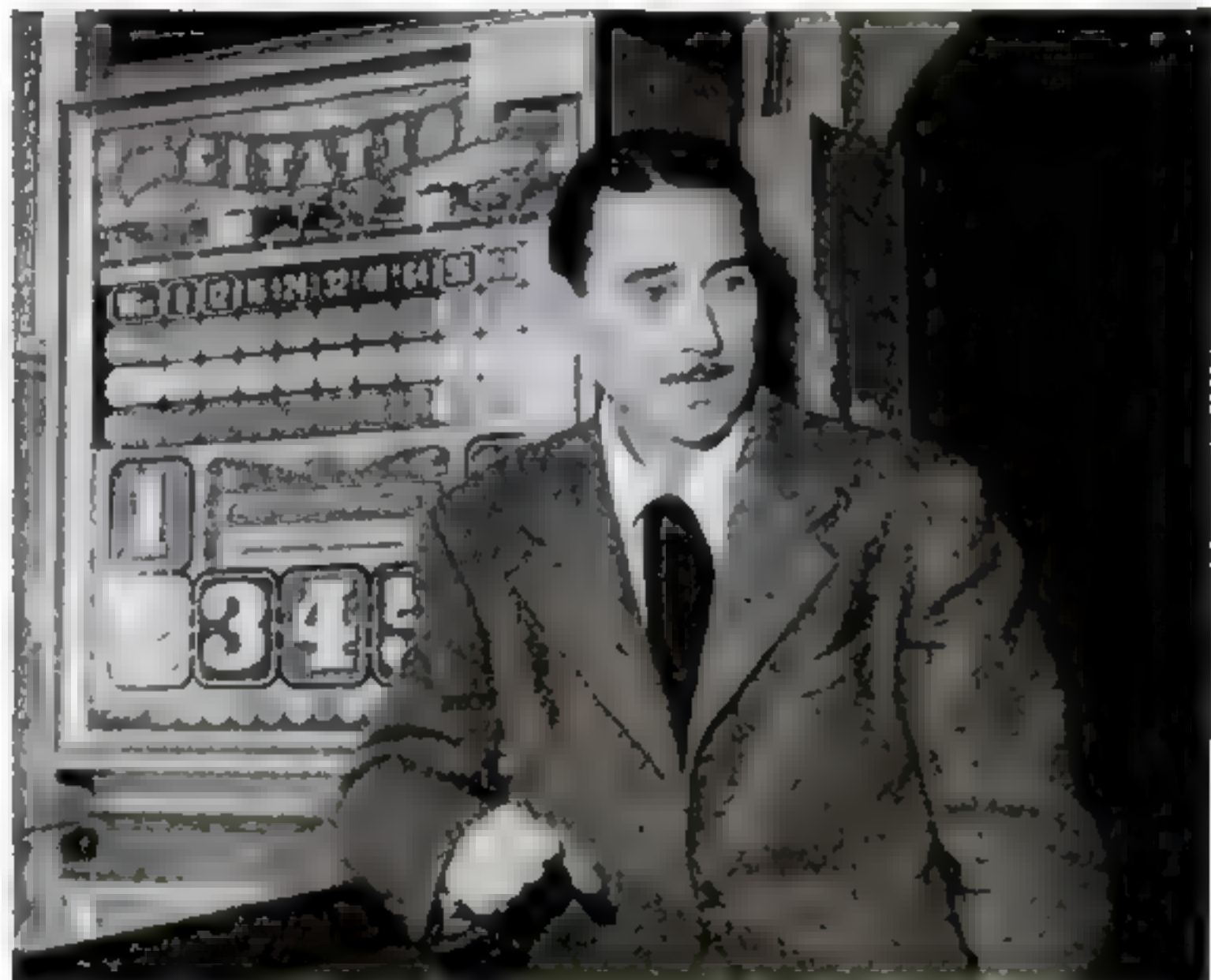
PORTLAND'S CLEANUP

New woman mayor drives out dice and slot machines

Portland, Ore., which for years had been wide open and fairly happy about it, got a surprise. The City Club, a 900-member civic group, conducted an investigation and discovered what every good citizen should know—a wide-open town is also a corrupt town. The investigators reported that the graft on a poker table ran up to \$1,000 a month, that all told, gambling and vice were paying \$60,000 a month to dishonest cops and others. Shocked, the city turned out the old mayor and elected a new: 47-year-old Mrs. Dorothy Lee (*opposite*), attorney, housewife and mother of two. Mrs. Lee promised to clean up and she has, to the point where she is known as "Dotty Do-Good." The rattle of dice is no longer heard in Portland, the wheels of the slot machines have stopped and the bordellos have closed. In the county new Sheriff "Mike" Elliott (*right*), a Democrat, is working hard to beat Republican Mrs. Lee at her own game—and to make his voters forget that he lied about his war and college record in his campaign. This week there is nothing left in Portland but pinball. The city, however, is less grateful than it might be. The Press Club is hard put to operate without the \$4,000 monthly profit it used to make from slot machines. So is the Veterans' Club, operated by the venerable Mrs. Jackson. Mrs. Jackson, who thinks Mrs. Lee went too far by invading private clubs, refers grumpily to the new mayor as "Mrs. Air-Wick."



LOOT FROM RAIDS outside city limits is displayed by Sheriff Elliott. He has also taken delight in invading city to find gambling joints overlooked by the mayor's police.



AT PRESS CLUB Manager Charley Sommer is unhappy because he has had to substitute this mild pinball game for "one-armed bandits" which were much more profitable.



AT VETERANS' CLUB the angel, Mrs. C. S. Jackson, widow of a Portland publisher, has trimmed staff for lack of slot-machine profits from vets who dropped in after work.



POKENO GAME is raided by Sheriff Elliott (*rear*) and a uniformed deputy. The raid was made in room behind beer hall where 23 people were playing this variation on bingo.



DISCONSOLATE GAMBLER Art Butler (*left*), who merrily operated a dice game in this room for years before cleanup, plays a bored game of cassino with one of his helpers.



WITH SOMETHING OF THE AIR OF THE CAESARS WHO BUILT IT, "LUCKY LUCIANO" STANDS IN ROME'S COLISEUM AND PERHAPS REFLECTS ON THE DAYS WHEN HE WAS

"MR. LUCKY" HAS A ROMAN HOLIDAY

Ex-U.S. vice lord enjoys exile

The nattily attired gentleman shown above, surveying Rome's Coliseum with a cultured if slightly acquisitive eye, is a well-to-do Italian baker named Salvatore Lucania. Baker Lucania lives almost as well (right) in Rome today as he did a decade ago in New York. At that time he was known as "Lucky Luciano," the vice king who unintentionally made Prosecutor Tom Drwey a national figure. He has a luxurious suite in one of Rome's best hotels, and he has a good friend in pretty Signorina Igea Lissoni. It pains Signor Lucania to have people imply, as U.S. newspapers sometimes do, that he still makes money

from dope and white slavery. That was long ago and in another country, it is said on his behalf.

Today Lucky is a conservative dresser, a patron of the arts who has a good deal of contempt for his old contemporaries in the gangster business. Asked for an opinion of John Dillinger and Al Capone, Lucky said airily, "Cowboys, just cowboys! You know—little boys with guns—bang bang!" Comforted by Signorina Lissoni and his friend Ilya Chamberlain, a onetime New York press agent, Lucky seems quite happy in Italy. Since he was deported, after serving 10 years of a 30- to 50-year New York state prison



THE LITTLE CAESAR OF NEW YORK'S UNDERWORLD

sentence, he has made only one effort to get close to America. That was in 1946, when he moved to Havana. The U.S., suspecting this effort was connected with an upturn in dope smuggling, arranged his return to Italy.

Despite a feeling of injury at this slight, Lucky is reticent about his real sources of income. It seems unlikely that his Palermo bakery supplies his financial needs. In the past he has had little experience with industry, although the record does show that one of the employees of his \$12 million-a-year New York vice combine was known as Jennie the Factory.



LUCKY'S SUNDAY often includes a drive in one of Rome's hacks. They remind him of Central Park.



HIS FRIEND Ilya Chamberlain rests in bed after an auto crash while Lucky reads a magazine aloud.



AT THE RACES Lucky watches attentively. He places huge bets, says that they frequently pay off.



LUCKY AT LUNCH at the racecourse has special table, usually manages to adorn it with pretty girls.



SIGNOR LUCANIA is just a man in the street to this boy vendor and to his thirsty officer customer.



LUCKY'S COMPANION is often muscular Ballet Dancer Igea Lissoni. They met at a Capri nightclub.



FLOOD SURROUNDS FARMYARD

Spring floods, following Iowa's heavy winter snows, were last week creeping over the state. When the West Nishnabotna River approached the 600-acre farm of Leroy Sudgen, the family fled. But the farmyard, wisely built on the highest land, stayed dry (*above*), saving 13 head of cattle and 100 chickens.

This **Luxury Soup** you'll love... puts a welcome in **Budget Meals** ❀



Made of Hothouse Mushrooms and Sweet Country Cream

If you've never tried this soup, then prepare for a treat! You'll delight in the fine, delicate flavor of the mushrooms... revel in the whipping-cream smoothness... enjoy the tender mushroom pieces added so lavishly. *Then—see for yourself* how this luxury soup—Campbell's Cream of Mushroom—can lift and enliven the plainest meal. Try, for example, the budget menus, and the delicious sauce recipe, below

Campbell's CREAM OF MUSHROOM SOUP



Co-bossy! Co-bossy!
Come give us rich cream
To make Cream of Mushroom
As smooth as a dream!



A Tempting SUPPER with Soup

Campbell's Cream of Mushroom Soup
Cheese Noodle Ring
Buttered Beets—Cabbage Slaw
Rhubarb with Raisin Sauce

... make a supper to tempt and satisfy all the family.

Menu for LUNCH features Soup

Campbell's Cream of Mushroom Soup
Egg Salad Sandwich
Crisp Apple Slices

... and you have a lunch that's both tasty and nourishing.

SAUCE for a left-over Supper

Place contents of can of Campbell's Cream of Mushroom Soup in sauce-pan; stir until smooth. Add $\frac{1}{2}$ cup of milk a little at a time, stirring constantly, heat. Pour the sauce over veal or ham croquettes.

STOCK UP FOR LENT NOW!

SHOP AT ELSIE'S 6-STAR



star
#1

For smo-o-oth
corn chowder the easy way—

4 strips bacon, cut into pieces
1 medium onion, chopped
4 stalks celery, chopped
2 cups (12-oz. can) cream
style corn

1 14½-oz. can Borden's
Evaporated Milk
1½ cups water
1½ teaspoons salt
¼ teaspoon pepper

Cook bacon over low heat until crisp. Remove from pan and keep warm. Add onion and celery to fat. Cook until tender. Add corn, BORDEN'S EVAPORATED MILK (so rich and nourishing!), water and seasonings. Heat through. Before serving, sprinkle with crisp bacon. Makes five 1-cup servings.



star
#2

For making "Fountain" malteds at home!

If you like malted milks, or hot malteds, get BORDEN'S MALTED MILK and set up a "fountain" right in your kitchen! Borden's is super malted milk with true malt flavor. A swell, nourishing snack pick-you-up! Just be sure you get BORDEN'S MALTED MILK!



star
#3

Instant Coffee that's all pure coffee!

BORDEN'S INSTANT COFFEE makes rich, delicious coffee with that roaster-fresh flavor! Because it's 100% pure coffee—nothing added.

Ready in a jiffy! Just measure the wonder coffee into the cup, add boiling water! No pot to wash, no grounds, no waste. So you can have your cup of coffee as you like it (strong, medium or weak) any time you want it—with BORDEN'S INSTANT COFFEE!



ROUNDUP AT YOUR GROCER'S!



star #4

Magic lemon pie filling that needs no cooking!

1½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
Grated rind of 1 lemon or
¼ teaspoon lemon extract

½ cup lemon juice
2 eggs, separated
2 tablespoons sugar
Baked pie shell (8-inch)

Blend EAGLE BRAND SWEETENED CONDENSED MILK, lemon juice, grated lemon rind or lemon extract and egg yolks. You'll find Eagle Brand blends perfectly with the other ingredients. For it's a blend itself—a smooth blend of pure milk and fine sugar.

Pour into a baked pie shell. Cover with meringue made by beating egg whites until foamy, then adding sugar gradually, beating until stiff. Bake in moderate oven (325°F.) 15 minutes or until brown. Cool before serving.

FREE! Send for a copy of "Eagle Brand Magic Recipes." Write Elsie, Dept. L-39, P. O. Box 175, New York 8, N. Y.



Delicious "Hot Chocolate" made right in the cup!

New BORDEN'S INSTANT MIX makes glorious, nutritious "hot chocolate" instantly. Simply add hot milk or water to the wonder mix right in the cup. No sugar needed, no cooking, no paste to make, no sticky pots to wash! It's a cinch! And listen to this nourishing news—Vitamins B₁, D and Iron are added to BORDEN'S INSTANT MIX!



Ideal drink for a child's critical growing years!

It's BORDEN'S HEMO*, the chocolaty drink that's teeming with food elements children need to grow strong! Just two glasses of this luscious drink, made with milk, supply a full day's needs of vital vitamins A, B₁, B₂ (G), D, and Niacin; and these needed minerals: Iron, Calcium, Phosphorus. Today get your children BORDEN'S HEMO!

*T M Reg. U. S. Pat. Off.

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

"Extra power? It's got aplenty!"

THAT'S WHAT OWNERS SAY ABOUT THE ROAD-PROVEN NEW 1949 **MERCURY** ENGINE!

*Ask any owner about the performance of that terrific new 1949 **MERCURY** engine! He'll tell you this: For climbing the "big ones"....for safe, sure passing on the highway....and for extra power in a pinch—it's the sweetest, thriftiest "eight" he's ever handled! And it is!*



Make your next car

MERCURY

YOU can be sure—really sure—of the performance in your beautiful 1949 Mercury!

For Mercury's big, powerful, 8-cylinder, V-type engine has been road-proven by thousands of owners for millions of miles! And so have all these other fine features:

That new front coil springing! That restful "comfort-zone" ride! That easier steering! Those "super-safety" brakes! That softer, broader seating! That increased all-round visibility!

See it—drive it—and you'll say: "It's Mercury for me!"

LINCOLN MERCURY DIVISION OF FORD MOTOR COMPANY



White side-wall tires and rear wheel shields are optional

PEOPLE

ELIZABETH TAYLOR WELCOMES GLENN DAVIS HOME

As soon as Lieut. Glenn Davis, recently stationed with the Army in Korea, got a 45-day leave he hurried to Miami, Fla. The reason is shown at right. Movie Star Elizabeth Taylor was vacationing there. The handsome lieutenant was welcomed by 17-year-old Miss Taylor with such warmth that she, like many another girl primped up to meet her loved one, had to wipe a large lipstick smear from his face (*below*). The couple had nothing to add to their plans for marriage when Davis finishes this hitch in 1951, but 24-year-old Davis indicated that he would try to retire from the Army at that time. The famous athlete, once co-captain of West Point's football team, a star on the basketball and track teams and captain of the baseball team, was barred from professional sports when he graduated in 1947. But when 1951 comes around, Davis hinted, he would try again to get out of the Army and into professional baseball.



GREETING AT AIRPORT IS AS WARM AS IN ANY OF MISS TAYLOR'S MOVIES



WHILE DAVIS GAZES AT HER HAPPILY, MISS TAYLOR MANAGES TO WIPE TELLTALE LIPSTICK OFF HIS FACE AND HOLD HANDS WITH HIM AT THE SAME TIME

SALON-SAFE FOR "PROBLEM" HAIR SALON-SMART FOR EVERY HEAD

When your hair is that soft, fine kind, you want a home permanent that really *pampers* your hair!

With the new, improved Richard Hudnut Home Permanent you can be sure of lovely, safe, gentle "salon-type" results. That's because you use the same sort of preparations...even the same improved cold wave process found best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh, frizzed ends, thanks to the gentler, cream waving lotion. No worry about being able to do a good job. *If you can roll your hair on curlers, you'll manage beautifully!*

There isn't a more luxurious, softer, more natural-looking home wave for *any* head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



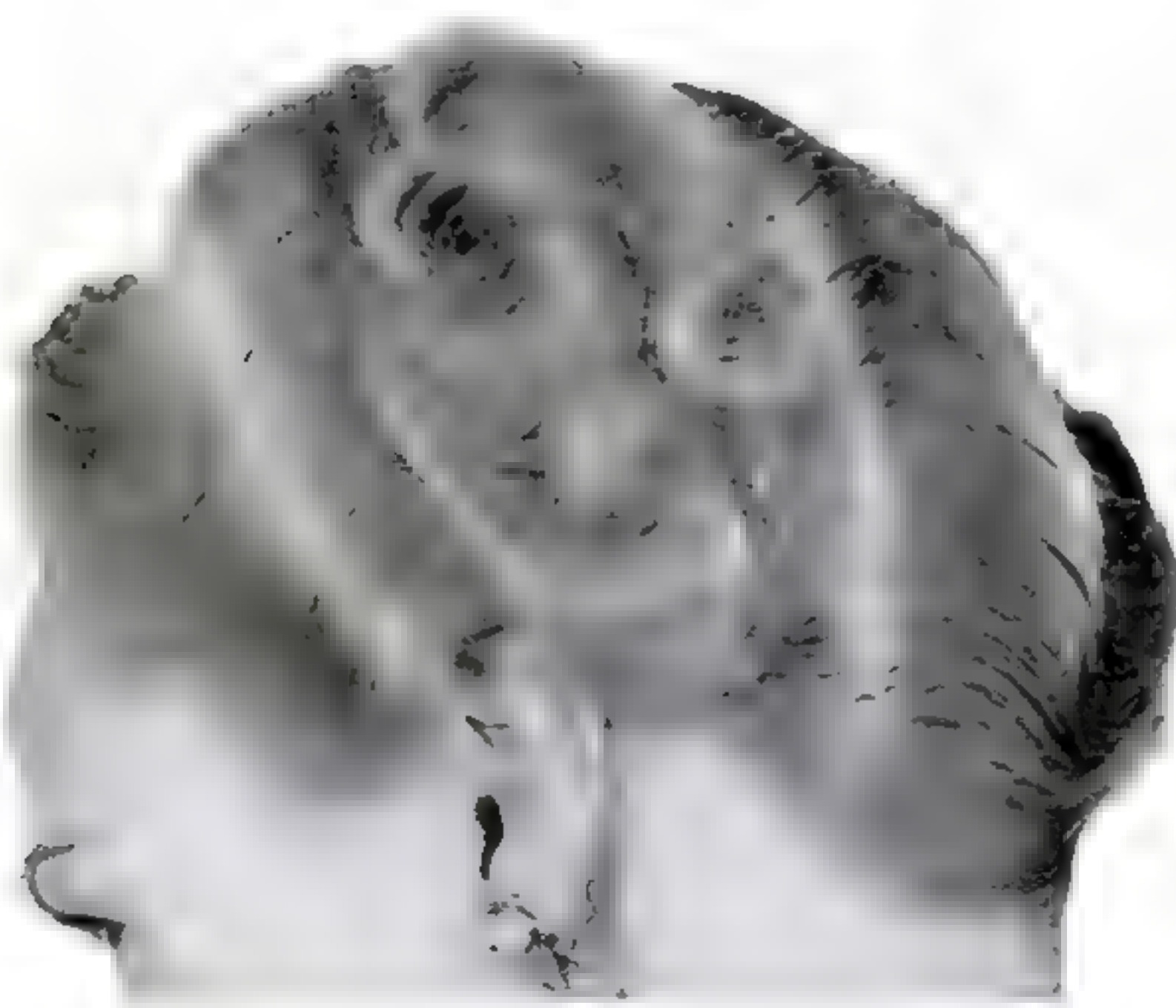
HERE'S WHY USERS PREFER HUDNUT!*

1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Quicker by far—saves ½ hour or more per permanent.
3. Easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Doesn't dry hair or split ends; Includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross-section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved!
Richard Hudnut
Home Permanent



A WREATH FOR GANDHI

Taking time off from a meeting of Dominion representatives in New Delhi, Herbert V. Evatt, Australia's Minister for External Affairs, journeyed to the sacred shrine of Mahatma Gandhi. Here, a little over a year after India's leader was cremated, Evatt laid a wreath (*below*) and assumed a traditional Indian pose of greeting to the dead (*above*). The scene had more than passing significance. Evatt has recently been as outspoken as Gandhi in espousing the rights of Asiatics although he represents a country which excludes men of color.



CONTINUED ON PAGE 52



All through babyhood, his tender skin needs your wisest care.

He Trusts You to Protect his Thinner Skin



You need to clip his baby nails at least once a week. Soft and tiny as they are—they might easily scratch and hurt his tender skin. Even the sturdiest baby's skin is thinner than a grownup's. Skin studies show that it would be injured more quickly. He puts his faith in you to always keep his thinner skin from harm.



You change him "a dozen times" a day—his comfort depends on keeping that tender skin dry. Another comfort you can bring him is a soft, fine bathroom tissue—one with all 3 "tender skin" qualities. Gentle softness that doesn't chafe. Instant absorbency for quick cleansing. Exactly the right strength to prevent tearing or shredding.



More mothers every day are finding this ideal combination of "tender skin" qualities in Scott Tissue. You can trust Scott Tissue's softness in caring for baby's tender skin. Up to 6 months, try padding his diapers with 20 or more sheets of fluffed-up Scott Tissue. Just flush away the soiled tissue. Less laundering for you—more comfort for baby.

Trade Marks "Scott Tissue," "Soft as old linen" Reg. U. S. Pat. Off.

SCOTTISSUE IS SOFT AS OLD LINEN

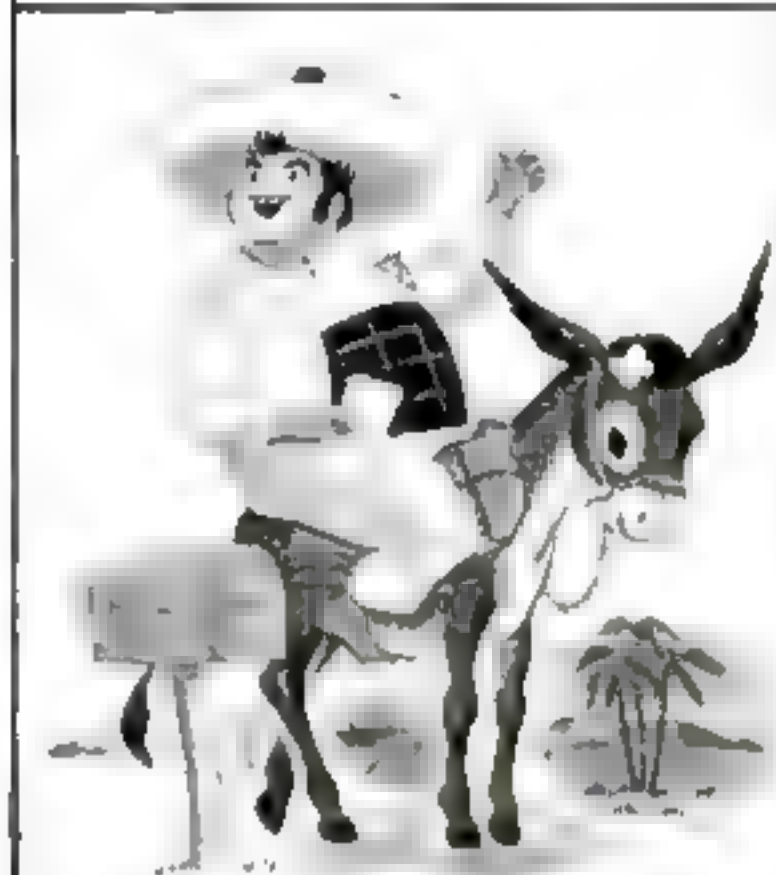
"For a tall, cool dreenk that's bound to please,
Try Merito Rum een a Mountain Breeze!"



Carmencita! You're so slow!
Don't you know thees is Merito,
On eets way to the U.S.A.?
More ees wanted there each day!



Mountain soil and tropic sun
Make thees rum the only one
Weeth deesecious mountain flavor
Which weeth rare delight you'll savor!



Let me send you free today
My good booklet, bright and gay,
Telling how to make with ease
Dreenks that never fail to please!



Mix juice of 1/4 lemon
with 1 jigger Merito
Rum (Gold Label) in
a highball glass.
Add ice and spark-
ling water. Stir. Dec-
orate with cherry,
slice of orange, sprig
of mint—and enjoy!



MERITO

Rum

THE PUERTO RICAN MOUNTAIN RUM



This booklet containing 40 delicious recipes
is yours for the asking. Write for it today.

White and Gold Label, 85 Proof. National Distillers Prod. Corp., Dept. 139, Box 12, Wall St. Sta., N.Y. C.

PEOPLE CONTINUED



EDUCATION'S EX-BOY WONDER

Robert M. Hutchins, who was education's boy wonder when he became president of the University of Chicago in 1929, is now sufficiently old (50), staid and settled to engage in boyish pranks like this—namely, dressing up in a football uniform for the university professors' Quadrangle Club show. The gag is that he "de-emphasized" football at the university in 1939.



AMERICA'S EX-SWEETHEARTS

At New York's Colony restaurant these old friends met for dinner. As everyone over 35 should know, they are (from left) Lillian Gish, Mary Pickford and Dorothy Gish—three of the brightest stars of silent pictures. Nearly 40 years later they looked much younger than they had any right to—and still lovely enough to make Hollywood's current crop take notice.

For grand apple pie...just add sugar and water to **Apple Pyequick**

Choice apple slices, spice and pie crust mix
...all in this one package!



Betty Crocker
of General Mills
says:

"Make homemade apple pie
this new, far easier way"



You don't peel apples! Simply empty the
flavorful, ready-to-use apple slices and
spice into a bowl. The apples quickly
restore to their original natural orchard
freshness when you add water.



You don't cut in shortening! Pie crust mix
comes practically ready to roll out.
Sugar the apples, pour juicy filling into
crust; top with tender pastry. Pie's in
the oven in 14 minutes!



A Winsaps
Imagine getting choice pie apples NOW!
You can—in Apple Pyequick. About 2
lbs. of tart, firm, fresh-flavored varieties
are peeled, cored, sliced and quick-dried
for each package.



What's the most important thing about this picture? The apples!
You're looking at apples that taste as fresh as the day they
were picked—apples that are tart and juicy and still firm after
baking. The beauty of it is, you always get apples like this in

Apple Pyequick—already peeled, sliced and quick-dried a
special way that's Apple Pyequick's own! Sugar and water are
all you add for apple pie that's simple and quick and *sure* to
be good. Pick up a package at your food store today!

Apple Pyequick—apple pie in a package



"SURVIVORS FROM A TORPEDOED SHIP" shows a seaman helping two of his mates cling to their overturned lifeboat. Richard Eurich read

a newspaper account of merchant seamen rescued after an experience of this kind and painted this picture as a tribute to their heroic endurance.

THE WAR MEMOIRS OF WINSTON CHURCHILL

THEIR FINEST HOUR: PART VII

The U-boat peril dominates . . . Losses off the Bloody
Foreland . . . The dynamite carpet . . . Desert victory . . . Tobruk. . .
I receive a letter from the King . . . The flag of freedom flies



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THE only thing that ever really frightened me during the war was the U-boat peril. Invasion, I thought, even before the air battle, would fail. After the air victory it was a good battle for us. We could drown and kill this horrible foe in circumstances favourable to us, and, as he evidently realised, bad for him. It was the kind of battle which, in the cruel conditions of war, one ought to be content to fight. But now our life-line, even across the broad oceans and especially in the entrances to the Island, was endangered. I was even more anxious about this battle than I had been about the glorious air fight called the Battle of Britain.

The Admiralty, with whom I lived in the closest amity and contact, shared these fears, all the more because it was their prime responsibility to guard our shores from invasion and to keep the life-lines open to the outer world. So we poised and pondered together on this problem. It did not take the form of flaring battles and glittering achievements. It manifested itself through statistics, diagrams and curves unknown to the nation, incomprehensible to the public.

How much would the U-boat warfare reduce our imports and shipping? Would it ever reach the point where our life would be destroyed? Here was no field for gestures or sensations; only the slow, cold drawing of lines on charts, which showed potential strangulation. Compared with this there was no value in brave armies ready to leap upon the invader, or in a good plan for desert warfare. The high

and faithful spirit of the people counted for nought in this bleak domain. Either the food, supplies and arms from the New World and from the British Empire arrived across the oceans, or they failed. With the whole French seaboard from Dunkirk to Bordeaux in their hands, the Germans lost no time in making bases for their U-boats and co-operating aircraft in the captured territory. From July onwards we were compelled to divert our shipping from the approaches south of Ireland, where of course we were not allowed to station fighter-aircraft. All had to come in around Northern Ireland. Here, by the grace of God, Ulster stood a faithful sentinel. The Mersey, the Clyde were the lungs through which we breathed. On the east coast and in the English Channel small vessels continued to ply under an ever-increasing attack by air, by E-boat and by mines. As it was impossible to vary the east coast route, the passage of each convoy between the Forth and London became almost every day an action in itself. Few large ships were risked on the east coast and none at all in the Channel.

As November and December drew on, the entrances and estuaries of the Mersey and the Clyde far surpassed in mortal significance all other factors in the war. We could of course at this time have descended upon de Valera's Ireland and regained the southern ports by force of modern arms. I had always declared that nothing but self-preservation would lead me to this. But perhaps the case of self-preservation might come. Then so be it. Even this hard measure would only have given a mitigation. The only sure remedy was to secure free exit and entrance in the Mersey and the Clyde.

Every day when they met those few who knew looked at one another. One understands the diver deep below the surface of the sea, dependent from minute to minute upon his air-pipe. What would he feel if he could see a growing shoal of sharks biting at it? All the more when there was no possibility of his being hauled to the surface! The diver was forty-six millions of people in an overcrowded island, carrying on a vast business of war all over the world, anchored by nature and gravity to the bottom of the sea. What could the sharks do to his air-pipe? How could he ward them off or destroy them?

My indignation at the denial of the Southern Irish ports mounted under these pressures.

"December 1, 1940

"Prime Minister to the Chancellor of the Exchequer.

"The straits to which we are being reduced by Irish action compel a reconsideration of the subsidies [to Ireland]. It can hardly be argued that we can go on paying them till our last gasp. Surely we ought to use this money to build more ships or buy more from the United States in view of the heavy sinkings off the Bloody Foreland.

"Pray let me know how these subsidies could be terminated, and what retaliatory measures could be taken in the financial sphere by the Irish, observing that we are not afraid of their cutting off our food, as it would save us the enormous mass of fertilisers and feeding-stuffs we have to carry into Ireland through the de Valera-aided German blockade. . . ."

I thought it well to try to bring the President along in this policy.

"December 13, 1940

"Former Naval Person to President Roosevelt.

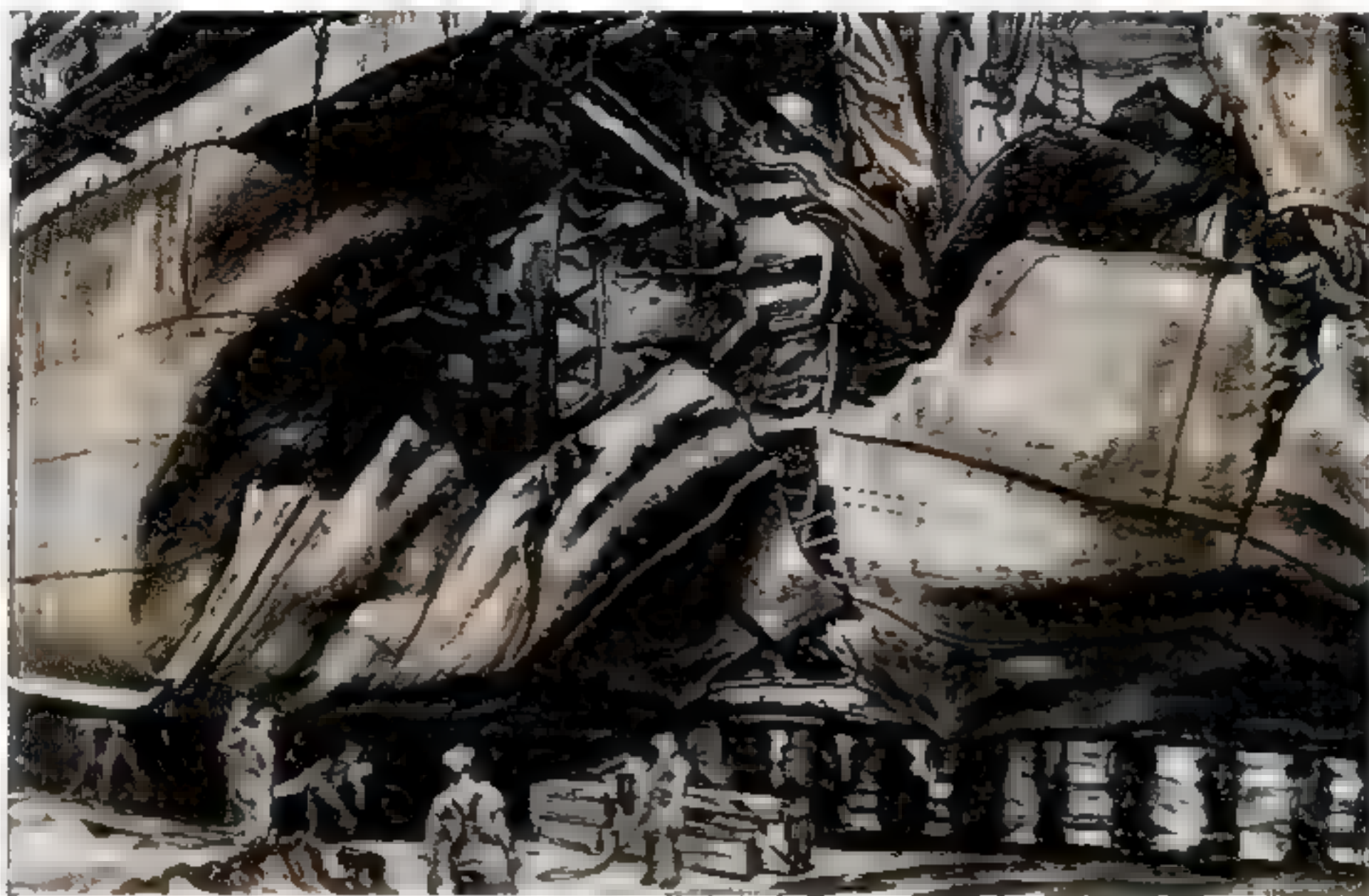
" . . . We are so hard pressed at sea that we cannot undertake to carry any longer the 400,000 tons of feeding-stuffs and fertilisers which we have hitherto convoyed to Eire through all the attacks of the enemy. We need this tonnage for our own supply, and we do not need the food which Eire has been sending us. We must now concentrate on essentials, and the Cabinet proposes to let de Valera know that we cannot go on supplying him under present conditions. He will of course have plenty of food for his people, but they will not have the prosperous trading they are making now. I am sorry about this, but we must think of our own self-preservation, and use for vital purposes our own tonnage brought in through so many perils. Perhaps this may loosen things up and make him more ready to consider common interests. I should like to know quite privately what your reactions would be if and when we are forced to concentrate our own tonnage upon the supply of Great Britain. We also do not feel able in present circumstances to continue the heavy subsidies we have hitherto been paying to the Irish agricultural producers. You will realise also that our merchant seamen, as well as public opinion generally, take it much amiss that we should have to carry



"TUBE SHELTER PERSPECTIVE. 1941"

When the Luftwaffe began its blitz attack on London the city's inhabitants sought shelter in the underground railways—"subways" to an American, "tubes" to an Englishman. This drawing in chalk, watercolor and pen by Henry Moore, who is considered by many critics

Britain's outstanding modern artist, shows Londoners asleep in a tube through which tracks have not yet been laid. The stiffly formalized figures and the murky protective arch of the tube above them recall primitive cave paintings, a form of art which has influenced Moore.



"AS IF THE RATS HAD BEEN AT HER"

The tanker *Lucerna* was in ballast and five days outward-bound for the U.S. when she was torpedoed. Because watertight compartments kept her afloat, the crew managed to get her back to port despite a huge gash in her side (above).

One of the tanker's officers remarked to Sir Muirhead Bone, the eminent Scottish artist who made this drawing of the *Lucerna* in drydock, "This side looks as if the rats had been at her; it's not so bad on the other side—more like mice there."

Irish supplies through air and U-boat attacks and subsidise them handsomely when de Valera is quite content to sit happy and see us strangled."

One evening in December I held a meeting in the downstairs War Room with only the Admiralty and the sailors present. All the perils and difficulties, about which the company was well informed, had taken a sharper turn. My mind reverted to February and March, 1917, when the curve of U-boat sinkings had mounted so steadily against us, in spite of all the Royal Navy could do, that one wondered how many months more fighting the Allies had in them. One cannot give a more convincing proof of the danger than the project which the Admirals put forward. We must at all costs and with overriding priorities break out to the ocean. For this purpose it was proposed to lay an underwater carpet of dynamite from the seaward end of the North Channel, which gives access to the Mersey and the Clyde, to the 100-fathom line north-west of Ireland. A submerged mine-field must be laid three miles broad and sixty miles long from these coastal waters to the open ocean. Even if all the available explosives were monopolised for this task, without much regard to field operations or the proper rearmament of our troops, it seemed vital to make this carpet—assuming there was no other way.

Let me explain the process. Many thousands of contact-mines would have to be anchored to the bottom of the sea, reaching up to within 35 feet of its surface. Over this pathway all the ships which fed Britain, or carried on our warfare abroad, could pass and repass without their keels striking the mines. A U-boat however, venturing into this minefield, would soon be blown up; and after a while they would find it *not good enough* to come. Here was the defensive *in excelsis*. Anyhow, it was better than nothing. It was the last resort. Provisional approval and directions for detailed proposals to be presented were given on this night. Such a policy meant that the diver would in future be thinking about nothing but his air-pipe. But he had other work to do.

At the same time however we gave orders to the R.A.F. Coastal Command to dominate the outlets from the Mersey and Clyde and around Northern Ireland. Nothing must be spared from this task. It had supreme priority. Many other important projects were brushed aside, delayed or mauled. At all costs one must breathe.

We shall see the extent to which this counter-offensive by the Navy and by Coastal Command succeeded during the next few

months; how we became the masters of the outlets; how the Heinkel 111's were shot down by our fighters, and the U-boats choked in the very seas in which they sought to choke us. Suffice it here to say that the success of Coastal Command overtook the preparations for the dynamite carpet. Before this ever made any appreciable inroad upon our war economy the morbid defensive thoughts and projects faded away, and once again with shining weapons we swept the approaches to the Isle.

The North African offensive begins

ON December 6 our lean, bronzed, desert-hardened and completely mechanised army of about 25,000 men leaped forward more than forty miles (map, p. 58), and all next day lay motionless on the desert sand unseen by the Italian Air Force. They swept forward again on December 8, and that evening, for the first time, the troops were told that this was no desert exercise, but the "real thing." At dawn on the 9th the battle of Sidi Barrani began.

It is not my purpose to describe the complicated and dispersed fighting which occupied the next four days over a region as large as Yorkshire. Everything went smoothly. Nibeiwa was attacked by one brigade at 7 a.m., and in little more than an hour was completely in our hands. At 1.30 p.m. the attack on the Tummar camps opened, and by nightfall practically the whole area and most of its defenders were captured. Meanwhile the 7th Armoured Division had isolated Sidi Barrani by cutting the coast road to the west. Simultaneously the garrison of Mersa Matruh, which included the Coldstream Guards, had also prepared their blow. At first light on the 10th they assaulted the Italian positions on their front, supported by heavy fire from the sea. Fighting continued all day.

At home in Downing Street they brought me hour-to-hour signals from the battlefield. It was difficult to understand exactly what was happening, but the general impression was favourable, and I remember being struck by a message from a young officer in a tank of the 7th Armoured Division, "Have arrived at the second B in Buq Buq." I was able to inform the House of Commons on the 10th that active fighting was in progress in the desert; that 500 prisoners had been taken and an Italian general killed; and also that our troops had reached the coast. That afternoon Sidi Barrani was captured.

From December 11 onwards the action consisted of a pursuit of

the Italian fugitives. On December 12 I could tell the House of Commons that the whole coastal region around Buq Buq and Sidi Barrani was in the hands of British and Imperial troops and that seven thousand prisoners had already reached Mersa Matruh.

By December 15 all enemy troops had been driven from Egypt. The greater part of the Italian forces remaining in Cyrenaica had withdrawn within the defences of Bardia, which was now isolated. This ended the first phase of the battle of Sidi Barrani, which resulted in the destruction of the greater part of five enemy divisions. Over 38,000 prisoners were taken. Our own casualties were 133 killed, 387 wounded, and 8 missing.

December 18, 1940

Prime Minister to General Wavell.

"St. Matthew, Chapter VII, verse 7."*

December 19, 1940

General Wavell to Prime Minister.

"St. James, Chapter 1, first part of verse 17, 'Every good gift and every perfect gift is from above . . . ! More aircraft are our immediate need and these you are providing.'"

Bardia was our next objective. The attack opened early on January 3. Two Australian brigades carried on the attack and swept east and south-eastwards. By the afternoon of the 4th British tanks—"Matildas," as they were named—supported by infantry, entered Bardia, and by the 5th all the defenders had surrendered. Forty-five thousand prisoners and 462 guns were taken.

By next day, January 6, Tobruk in its turn had been isolated by the 7th Armoured Division, and on the 7th the leading Australian brigade stood before its eastern defences. It was not possible to launch the assault till January 21. By nightfall one-third of the defended area was in our hands, and early next morning all resistance ceased. The prisoners amounted to nearly 30,000 with 236 guns. The Desert Army had in six weeks advanced over 200 miles of waterless and foodless space, had taken by assault two strongly-fortified seaports with permanent air and marine defences, and captured 113,000 prisoners and over 700 guns. The great Italian army which had invaded and hoped to conquer Egypt scarcely existed as a military force, and only the imperious difficulties of distance and supplies delayed an indefinite British advance to the west.

It is always interesting to see the reactions of the other side. The reader is already acquainted with Count Ciano, and should not be too hard on weak people who follow easily into wrong courses the temptations of affluence and office. Those who have successfully resisted all such temptations should form the tribunal. When Ciano faced the firing-squad he paid his debts to the full. Villains are made of a different texture. We must not however imagine that it is better to be a rare villain than a Ciano or one of the multitudinous potential Cianos.

We have the Ciano diaries, jotted down each day. December 10: "News of the attack on Sidi Barrani comes like a thunderbolt. At first it doesn't seem serious, but subsequent telegrams from Graziani confirm that we have had a licking." Ciano saw his father-in-law twice on this day and found him very calm. "He comments on the event with impersonal objectivity . . . being more preoccupied with Graziani's prestige." On the 11th it was known in the inner circle at Rome that four Italian divisions must be considered destroyed, and, even worse, Graziani dwelt upon the daring and design of the enemy rather than upon any counter-measures of his own. Mussolini maintained his composure. In the evening the

*"Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you."

Duce learned that five divisions had been "pulverised" in two days. Evidently there was something wrong with this army!

On December 12 a "catastrophic telegram" came from Graziani. He contemplated retiring as far as Tripoli, "in order to keep the flag flying on that fortress at least." He was indignant that he should have been forced into so hazardous an advance upon Egypt by Rommel's undue influence on Mussolini. He complained that he had been forced into a struggle between "a flea and an elephant." Apparently the flea had devoured a large portion of the elephant. Graziani, in default of military deeds, served up to his master bitter recriminations. Mussolini remarked, perhaps with some justice, "Here is another man with whom I cannot get angry, because I despise him."

I thought it the moment to address the Italian people by the broadcast, and on the night of December 23 I reminded them of the long friendship between Britain and Italy. Now we were at war. ". . . Our armies are tearing and will tear your African Empire to shreds and tatters. . . . How has all this come about? . . .

"Italians, I will tell you the truth. It is all because of one man. One man and one man alone has ranged the Italian people in deadly struggle against the British Empire, and has deprived Italy of the sympathy and intimacy of the United States of America. That he is a great man I do not deny, but that after eighteen years of unbridled power he has led your country to the horrid verge of ruin can be denied by none. It is all one, one man who, against the Crown and Royal Family of Italy, against the Pope and all the authority of the Vatican and of the Roman Catholic Church, against the wishes of the Italian people, who had no lust for this war . . . has arrayed the trustees and inheritors of ancient Rome upon the side of the ferocious pagan barbarians. . . ."

It is curious that on this same day Mussolini, speaking of the morale of the Italian Army, remarked to Ciano, "I must nevertheless recognise that the Italians of 1914 were better than these. It is not flattering for the régime, but that's how it is." And the next day, looking out of the window, "This snow and cold are very good. In this way our good-for-nothing Italians, this mediocre race, will be improved." Such were the bitter and ungrateful reflections which the failure of the Italian Army in Libya and Albania had wrung from the heart of this dark figure after six months of aggressive war on what he had thought was the decadent British Empire.

AT this stage we may review the numerous tasks and projects for which plans and in most cases preparations had been made, and approval in principle obtained. The first was of course the defence of the Island against invasion. We had now armed and equipped, though not in all cases at the highest standard of modern equipment, nearly thirty high-class mobile divisions, a large proportion of whom were Regulars, and all of whose men had been under intense training for fifteen months. Of these we considered that, apart from the coastal troops, fifteen would be sufficient to deal with overseas invasion. The Home Guard, now more than a million men, had rifles and some cartridges in their hands, apart from our reserve. We therefore had twelve or fifteen divisions available for offensive action overseas as need and opportunity arose.

Secondly, in case Vichy or the French in North Africa should rally to the common cause, we had prepared an Expeditionary Force of six divisions, with an air component, for an unopposed and assisted landing in Moroccan Atlantic ports, principally Casablanca. Whether we could move this good army to French Morocco or to Ceuta, opposite Gibraltar, more rapidly than the Germans could come in



MERSA MATRUH TO TOBRUK

The 1940-41 offensive in North Africa began at Mersa Matruh. British and Empire troops swept through a gap in the Italian line south of Nibeiwa and took Sidi Barrani from the southwest. From there the main line of advance followed the desert coastal road.



ARTILLERYMEN IN THE DESERT ARE SHOWN LOADING THEIR 25-POUNDER GUN IN THIS PAINTING BY JOHN BERRY

VICTORY IN THE DESERT

At the end of 1940 the British won their first victory on land, largely as a result of one of the war's most daringly calculated gambles. Italian forces on the Egyptian border were threatening British life lines in the Middle East. Britain itself was still menaced by invasion. Nevertheless Mr. Churchill sent men and tanks to defend Egypt.

In December, British and Empire troops moved out against the Italians and swept on victoriously into Libya in a new kind of fighting over vast desert areas with far-stretched communications. These pictures were done by painters who learned about desert warfare at firsthand during the three-year struggle between the Allies and the Axis in North Africa.



LEND-LEASE SHERMAN TANKS PLOW THROUGH A CLEARED AREA IN A GERMAN MINEFIELD. ARTIST IS A. J. INGRAM

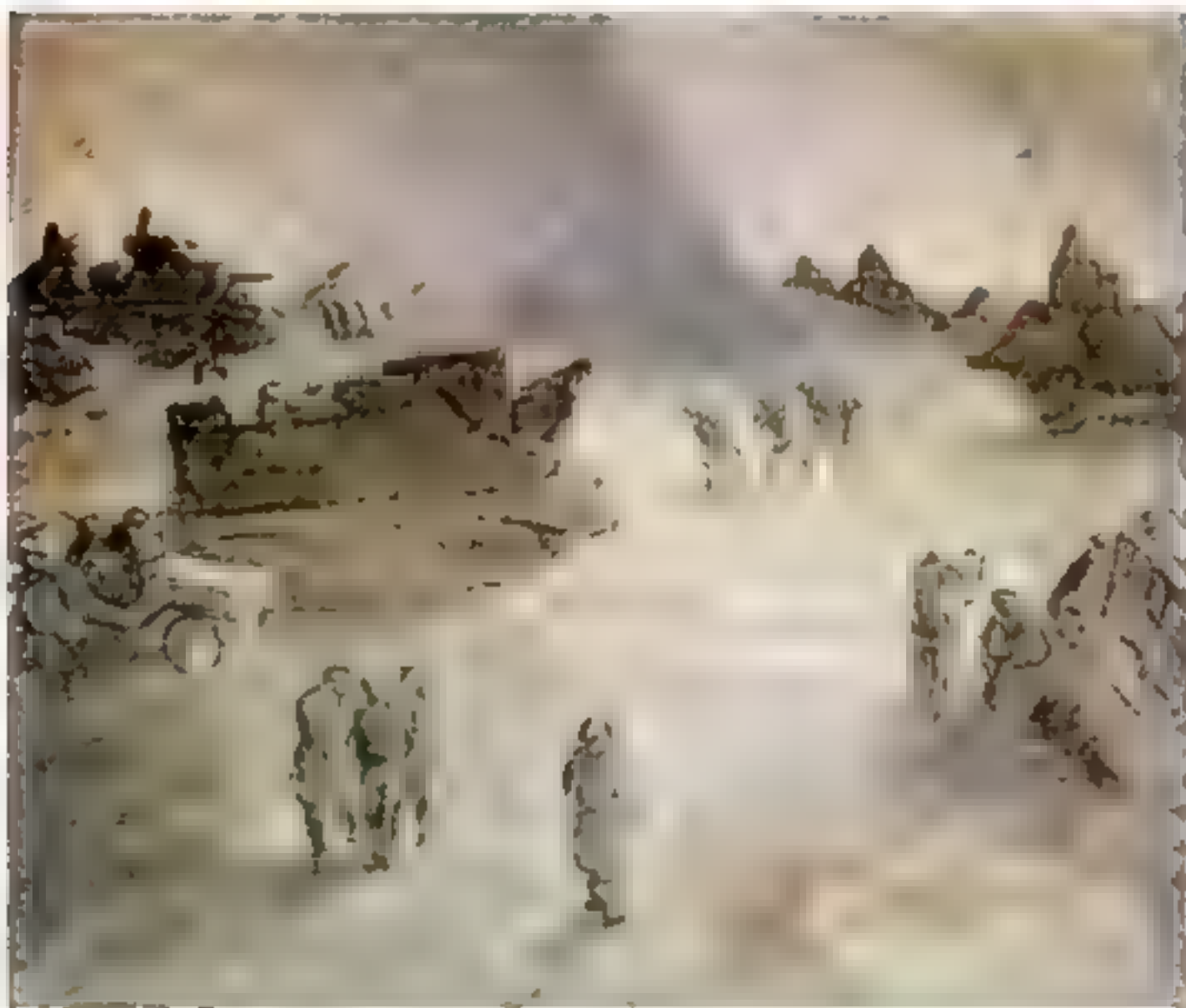
VICTORY IN THE DESERT CONTINUED



IN A SCRUBBY FIG ORCHARD two soldiers, bivouacking for the night beside their vehicle (*left*), cook their rations over a fire kindled in a tin can.



A DETOUR on the road to Tripoli makes rough going for trucks carrying infantry. German minefields frequently made such detours necessary.



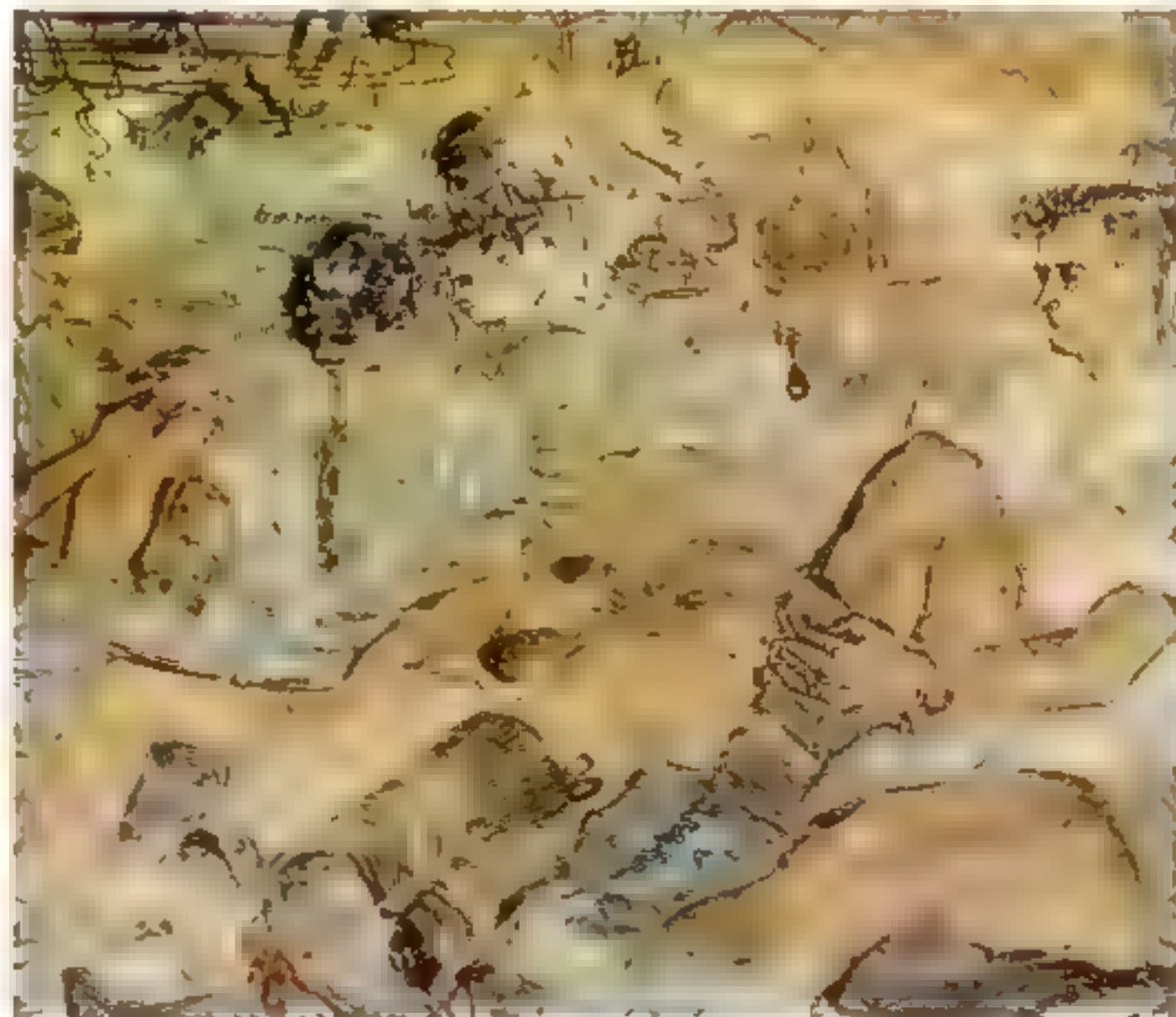
"PRELUDE TO BATTLE" shows British tanks concentrating for action. This picture, like the two at top of page, was painted by Edward Ardizzone.



"BURNT OUT ITALIAN TANKS..." by Ivor Beddoes of the Royal Corps of Signals, shows battlefield littered with debris of a Fascist defeat.



A HURRICANE FIGHTER PLANE mounting four cannon is shown in this painting by Anthony Gross, who also did the picture at bottom right.



MEDICAL ORDERLIES rest between engagements, writing letters and smoking in the truck they used to evacuate casualties from the battlefield.

CHURCHILL'S MEMOIRS

CONTINUED FROM PAGE 58

equal numbers and equipment through Spain depended upon the degree of Spanish resistance. We could however, if invited, and if we liked it, land at Cadiz to support the Spaniards.

Thirdly, in case the Spanish Government yielded to German pressure and became Hitler's ally or co-belligerent, thus making the harbour at Gibraltar unusable, we held ready a strong brigade with four suitable fast transports to seize or occupy some of the Atlantic islands. Alternatively, if the Portuguese Government agreed that we might for this purpose invoke the Anglo-Portuguese Alliance of 1373, "Friends to friends, and foes to foes," we might set up with all speed a base in the Cape Verde Islands. This operation, called "Shrapnel," would secure us the necessary air and refuelling bases to maintain naval control of the critical stretch of the route round the Cape.

Fourthly, a French de Gaullist brigade from England, with West African reinforcements, was to be sent round the Cape to Egypt in order to effect the capture of Djibouti in case conditions there became favourable (Operation "Marie").

Preparations were also being made to reinforce Malta, particularly in air power (Operation "Winch"), with the object of regaining control of the passage between Sicily and Tunis. As an important element in this policy plans had been made for the capture by a brigade of commandos, of which Sir Roger Keyes wished to take personal command, of the rocky islet of Pantelleria (Operation "Workshop"). Every effort was ordered to be made to develop a strong naval and air base in Crete at Suda Bay, pending the movement thither of any reinforcements for its garrison which a change in the Greek situation might require. We were developing airfields in Greece both to aid the Greek Army and to strike at Italy, or if necessary at the Roumanian oilfields. Similarly, the active development of airfields in Turkey and technical assistance to the Turks was in progress.

Finally, the revolt in Abyssinia was being fanned by every means, and respectable forces were based on Khartoum to strike in the neighborhood of Kassala against the menace of the large Italian army in Abyssinia. A movement was planned for a joint military and naval advance from Kenya up the East African coast towards the Red Sea to capture the Italian fortified seaports of Assab and Massawa, with a view to the conquest of the Italian colony of Eritrea.

Thus I was able to lay before the War Cabinet a wide choice of carefully-considered and detailed enterprises which could at very

CONTINUED ON NEXT PAGE

ACKNOWLEDGMENTS

The editors of LIFE wish to express their thanks to the many officials of public institutions and the owners of private collections who have given permission to photograph paintings and other material to illustrate the serialization of Mr. Churchill's memoirs. The cooperation of the following in particular is gratefully acknowledged. In Great Britain: Ashmolean Museum, Oxford University; British Museum; City Museum and Art Gallery, Birmingham; City Art Gallery, Manchester; Imperial War Museum; National Portrait Gallery; National Maritime Museum; Tate Gallery; Victoria and Albert Museum; Courtauld Institute; Chatsworth Estates Co.; Royal United Service Institution; Editor, *Illustrated London News*; Parker Gallery; Maggs Brothers, Ltd.; H.M. Stationery Office; Ministry of Works; and the defense ministries of His Majesty's Government, the Admiralty, War Office and Air Ministry. In Canada: National Gallery of Canada. In the U.S.: Museum of Modern Art; Franklin D. Roosevelt Library; Library of Congress; Historical Properties Branch, U.S. Army. We are especially indebted to the staff of the Imperial War Museum for their valuable help on British war art.

In addition, thanks are expressed for the cooperation of Doubleday & Company, Inc., of New York for permission to quote from their publication, *The Ciano Diaries*.

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CHURCHILL'S MEMOIRS CONTINUED

short notice be launched against the enemy, and certainly from among them we could find the means for an active and unceasing overseas offensive warfare, albeit on a secondary scale, with which to relieve and adorn our conduct of the war during the early part of 1941, throughout which the building up of our main war-strength in men and munitions, in aircraft, tanks and artillery, would be continuously and immensely expanded.

AS the end of the year approached both its lights and its shadows stood out harshly on the picture. We were alive. We had beaten the German Air Force. There had been no invasion of the Island. The Army at home was now very powerful. London had stood triumphant through all her ordeals. Everything connected with our air mastery over our own Island was improving fast. The smear of Communists who obeyed their Moscow orders gibbered about a Capitalist-Imperialist War. But the



PRISONERS BY THE ACRE

So many Italian prisoners, some of whom are shown marching to a collection point, were taken in December 1940 that it was hard to count them. Mr. Churchill recalls a field message saying "there were about five acres of officers and 200 acres of other ranks."

factories hummed and the whole British nation toiled night and day, uplifted by a surge of relief and pride. Victory sparkled in the Libyan Desert, and across the Atlantic the Great Republic drew ever nearer to her duty and our aid.

At this time I received a very kind letter from the King.

"Sandringham,
"January 2, 1941.

"My dear Prime Minister,

"I must send you my best wishes for a happier New Year, and may we see the end of this conflict in sight during the coming year. I am already feeling better for my sojourn here; it is doing me good, and the change of scene and outdoor exercise is acting as a good tonic. But I feel that it is wrong for me to be away from my place of duty, when everybody else is carrying on. However, I must look upon it as medicine and hope to come back refreshed in mind and body, for renewed efforts against the enemy.

"I do hope and trust you were able to have a little relaxation at Christmas with all your arduous work. I have so much admired all you have done during the last seven months as my Prime Minister, and I have so enjoyed our talks together during our weekly luncheons. I hope they will continue on my return, as I do look forward to them so much. . . .

"With renewed good wishes,

"I remain,

"Yours very sincerely,

"GEORGE R. I."

I expressed my gratitude, which was heartfelt.

"January 5, 1941.

"Sir,

"I am honoured by Your Majesty's most gracious letter. The kindness with which Your Majesty and the Queen have treated me

CONTINUED ON PAGE 63



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CHURCHILL'S MEMOIRS CONTINUED

since I became First Lord and still more since I became Prime Minister has been a continuous source of strength and encouragement during the vicissitudes of this fierce struggle for life. I have already served Your Majesty's father and grandfather for a good many years as a Minister of the Crown, and my father and grandfather served Queen Victoria, but Your Majesty's treatment of me has been intimate and generous to a degree that I had never deemed possible.

"Indeed, Sir, we have passed through days and weeks as trying and as momentous as any in the history of the English Monarchy, and even now there stretches before us a long, forbidding road. I have been greatly cheered by our weekly luncheons in poor old bomb-battered Buckingham Palace, and to feel that in Your Majesty and the Queen there flames the spirit that will never be daunted by peril, nor wearied by unrelenting toil. This war has drawn the Throne and the people more closely together than was ever before recorded, and Your Majesties are more beloved by all classes and conditions than any of the princes of the past. I am indeed proud that it should have fallen to my lot and duty to stand



A MEMORY OF "BUOYANT DAYS"

Australians, with whom Mr. Churchill is shown singing at an English camp, played a big part in the North African Campaign. Mr. Churchill recalls that one of their favorite songs was the *Wizard of Oz* chorus: "This tune always reminds me of these buoyant days."

at Your Majesty's side as First Minister in such a climax of the British story, and it is not without good and sure hope and confidence in the future that I sign myself 'on Bardia Day,' when the gallant Australians are gathering another twenty thousand Italian prisoners,

"Your Majesty's faithful and devoted
"servant and subject,
"WINSTON S. CHURCHILL"

WE may, I am sure, rate this tremendous year as the most splendid, as it was the most deadly, year in our long English and British story. It was a great, quaintly-organised England that had destroyed the Spanish Armada. A strong flame of conviction and resolve carried us through the twenty-five years' conflict which William III and Marlborough waged against Louis XIV. There was a famous period with Chatham. There was the long struggle against Napoleon, in which our survival was secured through the domination of the seas by the British Navy under the classic leadership of Nelson and his associates. A million Britons died in the First World War. But nothing surpasses 1940. By the end of that year this small and ancient Island, with its devoted Commonwealth, Dominions and attachments under every sky, had proved itself capable of bearing the whole impact and weight of world destiny. We had not flinched or wavered. We had not failed. The soul of the British people and race had proved invincible. The citadel of the Commonwealth and Empire could not be stormed. Alone, but upborne by every generous heart-beat of mankind, we had defied the tyrant in the height of his triumph.

CONTINUED ON NEXT PAGE



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CHURCHILL'S MEMOIRS CONTINUED

All our latent strength was now alive. The air terror had been measured. The Island was intangible, inviolate. Henceforward we too would have weapons with which to fight. Henceforward we too would be a highly organized war machine. We had shown the world that we could hold our own. There were two sides to the question of Hitler's world domination. Britain, whom so many had counted out, was still in the ring, far stronger than she had ever been, and gathering strength with every day. Time had once again come over to our side. And not only to our national side. The United States was arming fast and drawing ever nearer to the conflict. Soviet Russia, who with callous miscalculation had adjudged us worthless at the outbreak of the war, and had bought from Germany fleeing immunity and a share of the booty, had also become much stronger and had secured advanced positions for her own defence. Japan seemed for the moment to be overawed by the evident prospect of a prolonged world war, and, anxiously watching Russia and the United States, meditated profoundly what it would be wise and profitable to do.

And now this Britain, and its far-spread association of states and dependencies, which had seemed on the verge of ruin, whose very heart was about to be pierced, had been for fifteen months concentrated upon the war-problem, training its men and devoting all its infinitely-varied vitalities to the struggle. With a gasp of astonishment and relief the smaller neutrals and the subjugated states saw that the stars still shone in the sky. Hope and within it passion burned anew in the hearts of hundreds of millions of men. The good cause would triumph. Right would not be trampled down. The flag of Freedom, which in this fateful hour was the Union Jack, would still fly in all the winds that blew.

But I and my faithful colleagues who brooded with accurate information at the summit of the scene had no lack of cares. The shadow of the U-boat blockade already cast its chill upon us. All our plans depended upon the defeat of this menace. The Battle of France was lost. The Battle of Britain was won. The Battle of the Atlantic had now to be fought.

THIS INSTALMENT ENDS THE SERIALIZATION OF "THEIR FINEST HOUR"



The second of the five volumes in which Winston Churchill is writing his memoirs of World War II, *Their Finest Hour*, will be published unabridged in the U.S. next month by Houghton Mifflin Company. Like the first volume, it will be a Book-of-the-Month Club choice. Mr. Churchill is well along on the third volume of his memoirs, which will be serialized in LIFE at a date to be announced.

The amiable caricature of Mr. Churchill at left was published by Punch 37 years ago. Mr. Churchill was then not yet 40. He was holding his third cabinet post as First Lord of the Admiralty. His writings as a journalist, historian and biographer would already have made him famous if his political career had not done so.

Today Winston Churchill's vigor is still a marvel to be wondered at. He leads the Conservative party with the undiminished firmness to be expected of a man who celebrated his 74th birthday last November with a fox hunt. He takes part in Parliamentary by-elections with the same familiar relish and experienced ease that marked his defiance of hecklers a few weeks ago in Brussels, when he spoke eloquently of a United States of Europe.

Next week he arrives in the U.S. for his first visit since 1946, when he made his "Iron Curtain" speech at Fulton, Mo. He will speak on "The Twentieth Century: Its Promise and Its Realization" at the Massachusetts Institute of Technology's mid-century convocation.

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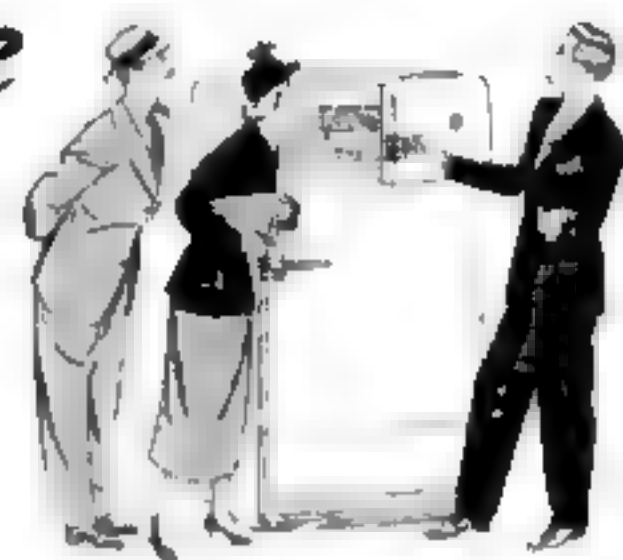
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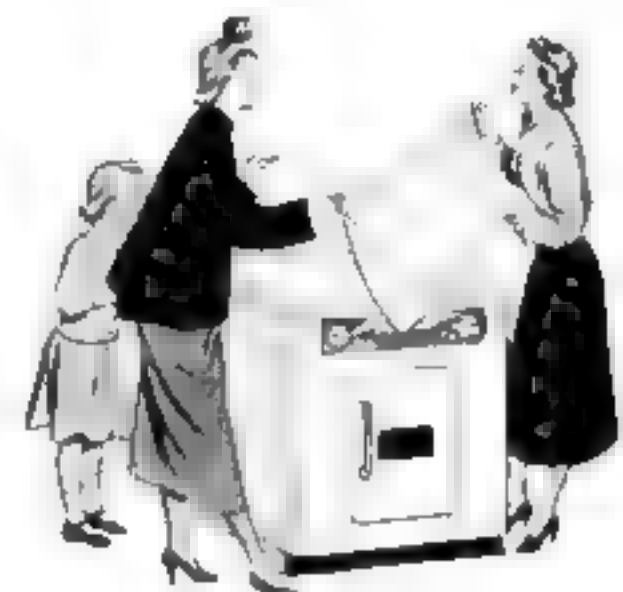


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AUTOMATIC ELECTRIC DRYER!



See why one 
FRIGIDAIRE APPLIANCE
leads to another

WATCH FOR LOCAL
ANNOUNCEMENT—
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DEALER IN CLASSIFIED PHONE DIRECTORY

Listen to Frigidaire's New Lum and Abner Show, Sunday nights, on your Columbia station.





JENNIFER JONES SITS DEMURELY AS JOSEPH COTTEN BEGINS A CHARCOAL SKETCH THAT WILL BE THE PORTRAIT OF JENNIE

SELZNICK TAKES TIME OUT

Producer closes up shop in Hollywood, leaving behind an expensive new film and a batch of rented-out stars

David O. Selznick, whose spectacular career as a producer was climaxed by *Gone With the Wind*, the all-time top money-making movie, is closing up shop and leaving Hollywood. To increase the hullabaloo stirred up by such an event, he is at the same time making a great to-do over his latest film, *Portrait of Jennie*. This is a long, sad and expensive (\$2.5 million) movie about a frail little girl, played by Jennifer Jones, who died many years before the story begins and has come back to life (more or less) because she was fated to love and inspire Joseph Cotten, a starving young painter. She is finally swept into the dark past by a great wave (p. 77), but her portrait, which

was done by the young painter, is hung in the Metropolitan Museum of Art.

Selznick's departure itself is a more exciting story. In one swoop he leased to Warner Bros. his rights in seven stars (below) and sold to Eagle-Lion the rights to old Selznick "classics" like *Spellbound*, *Rebecca* and the more recent *Duel in the Sun*, which is still a steady money-maker. Why was Selznick going away? Partly to vacation, partly to start making pictures abroad, possibly with his blocked funds. When he gets back to Hollywood he might go into television or make the most expensive picture ever. One thing that seemed sure was that he was going to marry his favorite discovery and star, beautiful Jennifer Jones.



SELZNICK AND JENNIFER JONES



GREGORY PECK



SHIRLEY TEMPLE



JOSEPH COTTEN



LOUIS JOURDAN



BETSY DRAKE



RORY CALHOUN



"DUEL IN THE SUN" HAS MADE \$8.5 MILLION

*Now...the cleaner, cooler
cigarette you can*

Inhale to

Clear sailing! Here's a cigarette of exceptionally fine flavor, plus a safe margin of protection!

Embassy's natural filtering action not only gives you a cleaner smoke with milder tobaccos... but the added safeguard of smoke up to 30° cooler! (See chart at right.)

New!

your heart's content!



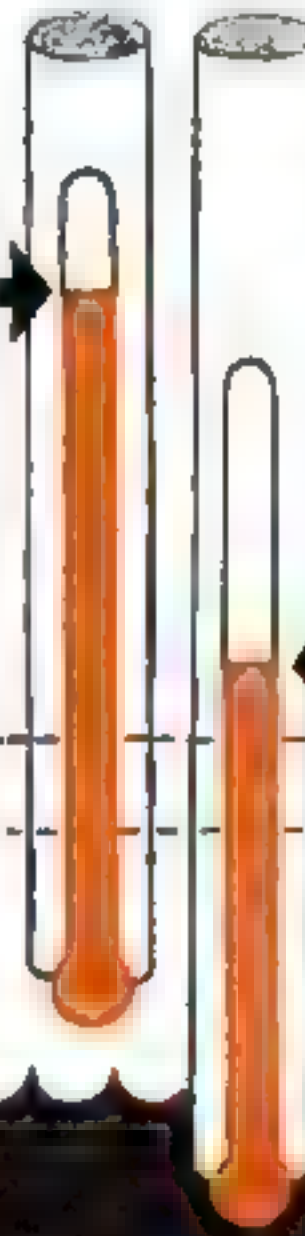
UP TO 30° COOLER!

ORDINARY CIGARETTE

When you smoke an ordinary cigarette down to your final puff leaving 1" to 3/4" length, the temperature of the smoke then entering your mouth is around 130°F.

EMBASSY CIGARETTE

Smoke an Embassy the same length; in this case the temperature of the final puff entering your mouth is up to 30° cooler.



EMBASSY

PRODUCT OF
Phillips Company
Established 1960

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"He's the best undressed man in town"



*"The Underwear You'll
Be Proud To Be Seen In"*

Just about the smartest idea in underwear...for looks and comfort. The Slim-Lined Design eliminates bulk...flatters you with that slim, trim athletic look. 3-Point Suspension gives gentle support. Wide Saddle Seat allows plenty of sitting room. Spring Needle Crotch and Flat-Locked Seams give you extra reinforcement throughout! At better retailers everywhere.



bodygard
briefs

And for Perfect Harmony
Utica Bodygard Shirts

UTICA KNITTING CO., UTICA, N. Y.
Makers of Utica Bodygard "T" Shirts, Athletic Shirts, Knockabout Shirts, Longies and Children's Sleepers

Selznick CONTINUED

"JENNIE" TWISTS TIME ALL AROUND



JENNIE APPEARS for the first time in *Portrait of Jennie* as a shy little girl playing in the snow of Central Park. The artist is fascinated by her strange ways and her habit of referring to events that happened before he was born.



THE ARTIST BROODS over the appearances of Jennie and his unhappy lot as he works in the spring on a mural to get free meals from a saloonkeeper. He sees Jennie every few months and each time she has grown several years older.



JENNIE REAPPEARS by summer as a full-grown young woman. She wanders dreamily around New York with the painter, who now dimly realizes that she is a creature of the past who is trying desperately to live in the present

CONTINUED ON PAGE 77



ON THE WALL—A FIFTEENTH CENTURY MASTERPIECE



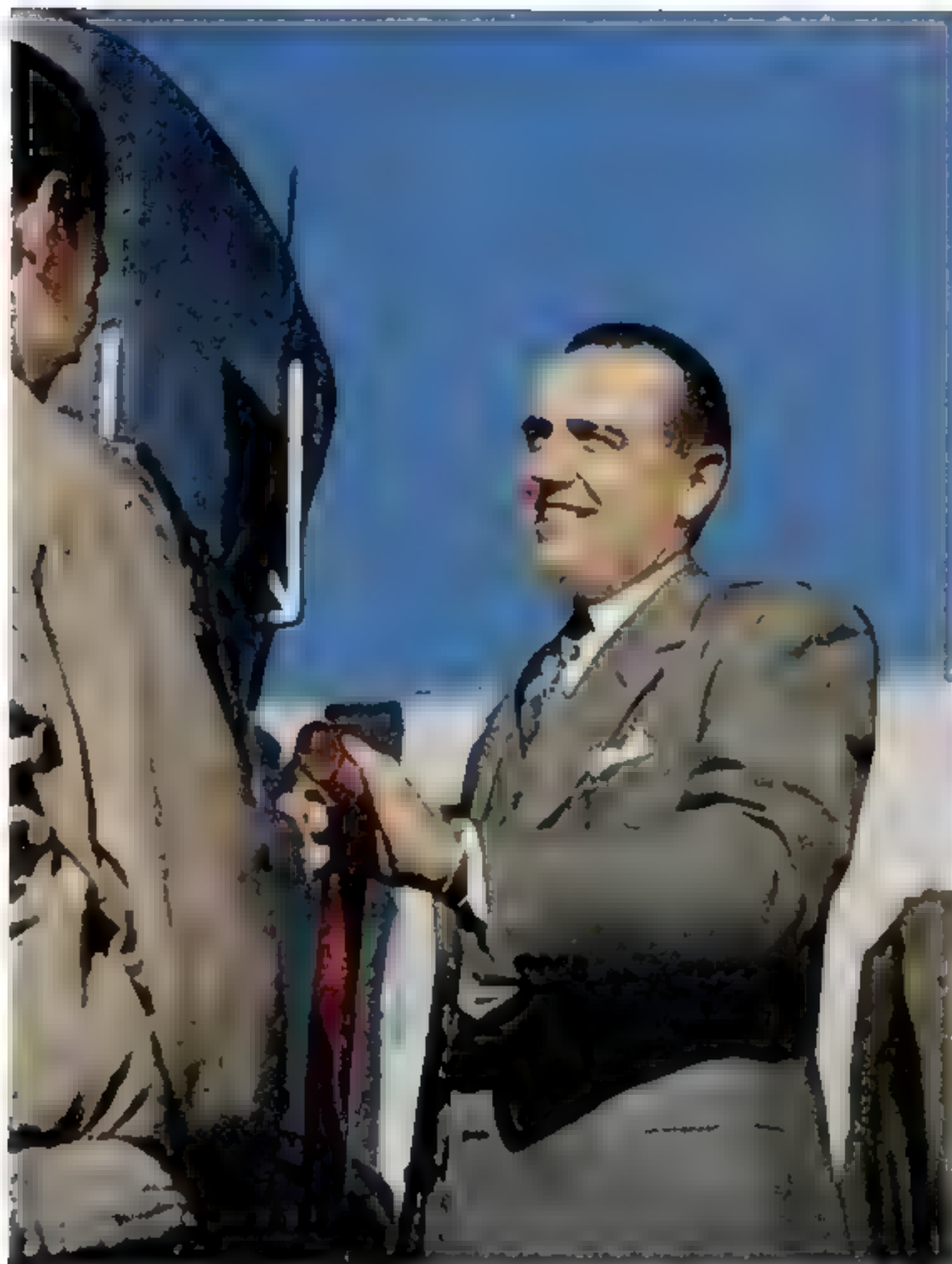
ON THE TRAY—A TWENTIETH CENTURY MASTERPIECE

Very Obviously... Priceless

Seagram's VO

CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES

THIS WHISKY IS SIX YEARS OLD—86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, N. Y.



J. O. REIGLE (right) is president of a utensil company in Kewaskum, Wis. He says: "Super-Cushions are really sensational. They've given me thousands of miles of amazingly smooth driving. The softer ride has cut down car repairs, and I'm surprised at the way they're holding up on our rough country roads—the treads show almost no sign of wear."

Conventional Tire



Road shocks carried to chassis
Ordinary ride

Super-Cushion



Road shocks absorbed by tire
New softer ride

Softer Ride! The Super-Cushion is bigger and softer. It runs on 24 pounds of air! It absorbs road shock, jars and vibration. So you get a pillowy ride, less wear on your car, fewer rattles and repair bills!

Conventional Tire



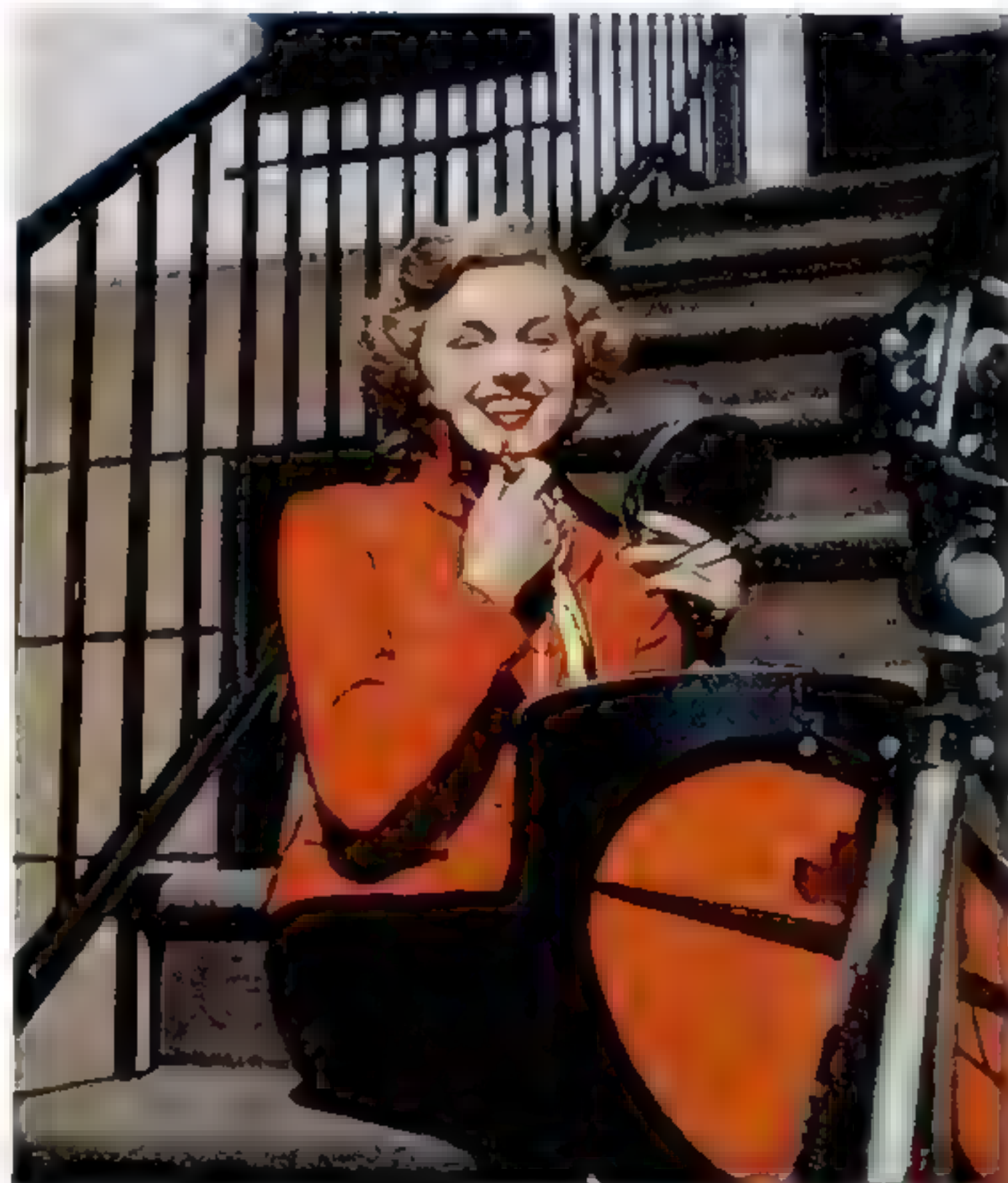
Regular contact area
Ordinary Traction



Bigger contact area
New Greater Traction

Greater Safety! Super-Cushions have a larger contact area with the road. So you drive with a new sense of ease, a new surer-footed *stability*. Your car hugs the curves, stops quicker in any kind of weather!

You'll agree with the and the bu



DOROTHY GROVER is a beautiful young New York model. She says: "Those big Super-Cushions look just wonderful! When we put them on our family car, I was thrilled. Now, after 17,000 miles, they look as if they're good for that many more. And they make the car ride and handle like a dream. They grip the road so firmly that I feel a *lot* safer when driving!"

Super

GOO

MORE PEOPLE RIDE O

the boss, the beauty
businessman!



L. I. UPTEGROVE is in the motor freight business in Seattle, Wash. He says: "I got one of the first sets of Super-Cushions in the Seattle area. Today—at 20,000 miles—they show much less wear than regular tires. They give me better wet-weather traction, and make the car ride and handle more smoothly than any I've ever driven in my life."



You've no idea how smooth and safe and comfortable modern driving can be—till you've put Super-Cushions on *your* car. They'll fit your present rims and wheels. And when you get new tires, get new tubes. The perfect combination is Super-Cushions and LifeGuard Safety Tubes—the tubes that make a blowout harmless. You can't get better protection to save your life. Stop in at your Goodyear dealer's today!

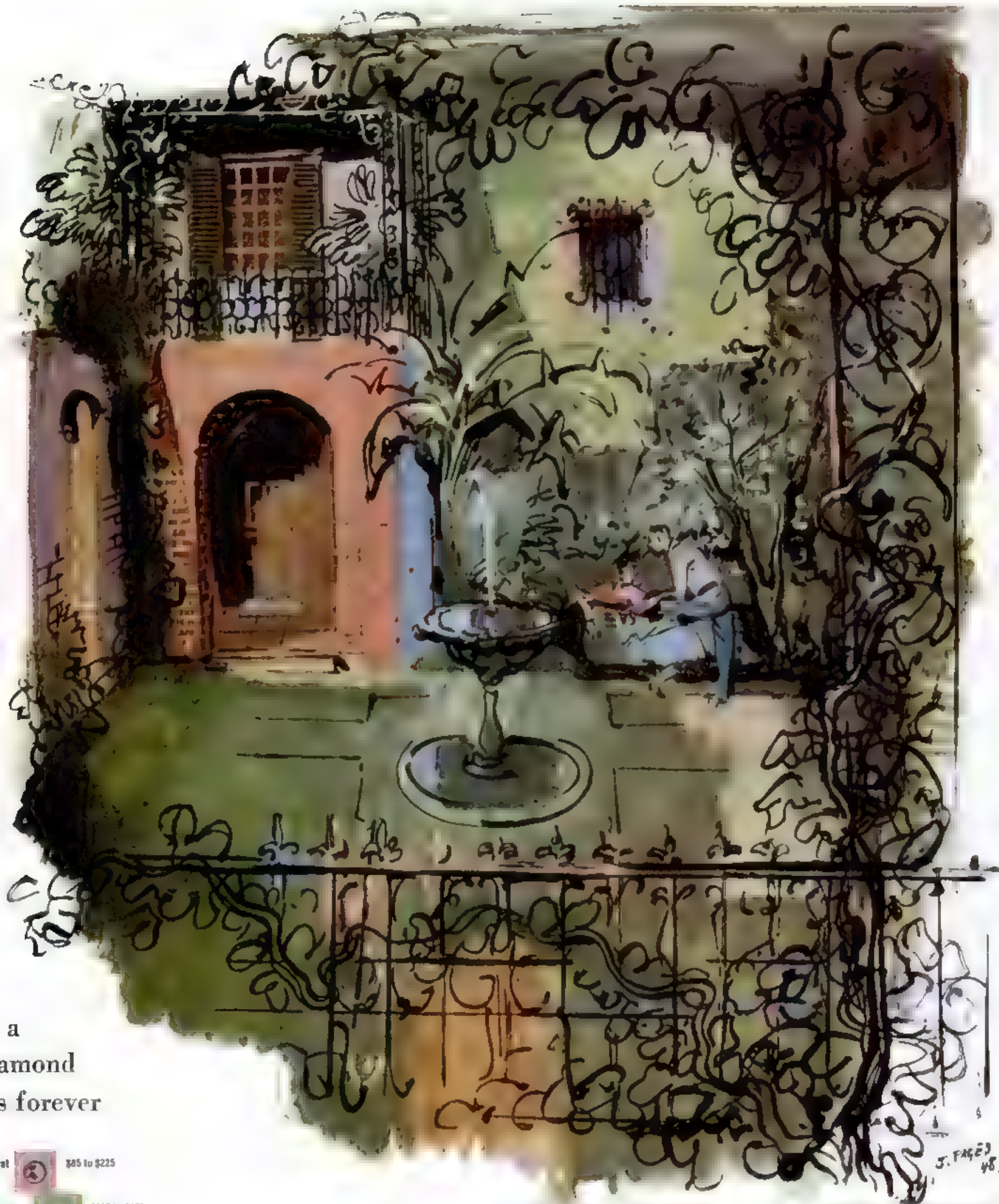
We think you'll like "THE GREATEST STORY EVER TOLD"—every Sunday — ABC Network

Super-Cushion by

GOODYEAR

ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Super-Cushions, LifeGuard, T. M.'s—The Goodyear Tire & Rubber Company



a
Diamond
is forever

One-quarter carat
25 POINTS



\$85 to \$225

One-half carat
50 POINTS



\$215 to \$450

One carat
100 POINTS



\$555 to \$1050

Two carats \$1355 to \$3160
200 POINTS



The above price ranges were developed for your guidance through a nationwide survey among representative jewelers in January, 1949. (Exact weights shown are infrequent.) Add Federal tax.

M. B. AYER & SON

HONEYMOON IN NEW ORLEANS . . . a city rich in ancient traditions and old French provincial flavor. Painted for the De Beers Collection by Jenn Pages.

There's been magic in each passing moment of their new lives . . . in the stirring silence as he waited at the altar steps . . . in the gay laughter as she tossed her bride's bouquet . . . and now, in the quiet beauty of the days they share in love. Such things the heart remembers . . . such things a diamond can recall forever, in lights that grow more bright with meaning through the years. That is why her engagement diamond should be worthy of pride. Her diamond need not be costly, or of many carats, but it should be chosen with care. Color, cutting and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser.

De Beers Consolidated Mines, Ltd.



HURRICANE OFF CAPE COD is a noisy climax to *Portrait of Jennie*. The screen swells to twice its usual size and turns green; amplifiers around the theater roar and hiss. The artist has learned that Jennie drowned in a hurricane in the past, so he tries to save her in the present. He gets her in his arms, but a big wave washes her away just as it had years before, and he is left alone on shore.

Pamper Papa!



Particularly when he's been working hard, he deserves pampering. Give him icy-cold Libby's the minute he opens one eye! Wonderful wake-up drink!

Vitamins without coaxing!



How grown-up they feel with a breakfast coffee cup—full of hot Libby's. Just heat the juice—don't boil it—to protect Libby's precious Vitamins A, B₁, B₂ and C.

A toast before toast!



If you've never tried Libby's, you just don't know how good tomato juice can be! Libby's really rich-ripe tomato flavor hits the spot with meals and between times.

Hear radio's greatest morning show "MY TRUE STORY"—Mon, thru Fri, ABC Stations.

Bright idea for bright 'n' early!



TWICE-RICH* Kind!

* RICH IN VITAMINS
* RICH IN FLAVOR

Look to
LIBBY'S
for
perfection



Try Libby's Catchup and Chili Sauce! Made from the same fine quality tomatoes as Libby's Tomato Juice!



RCA VICTOR performance for Television and AM-FM Radio

You're right there, on top of every play! The Eye Witness Picture Synchronizer, developed exclusively by RCA Victor, locks your set in tune with the sending station, holds pictures steady.

This special electronic circuit prevents television static from causing pictures to jump or "tear out." Eye Witness pictures stay clear, easy to watch. That's one big reason RCA Victor has sold more television sets than any other manufacturer.

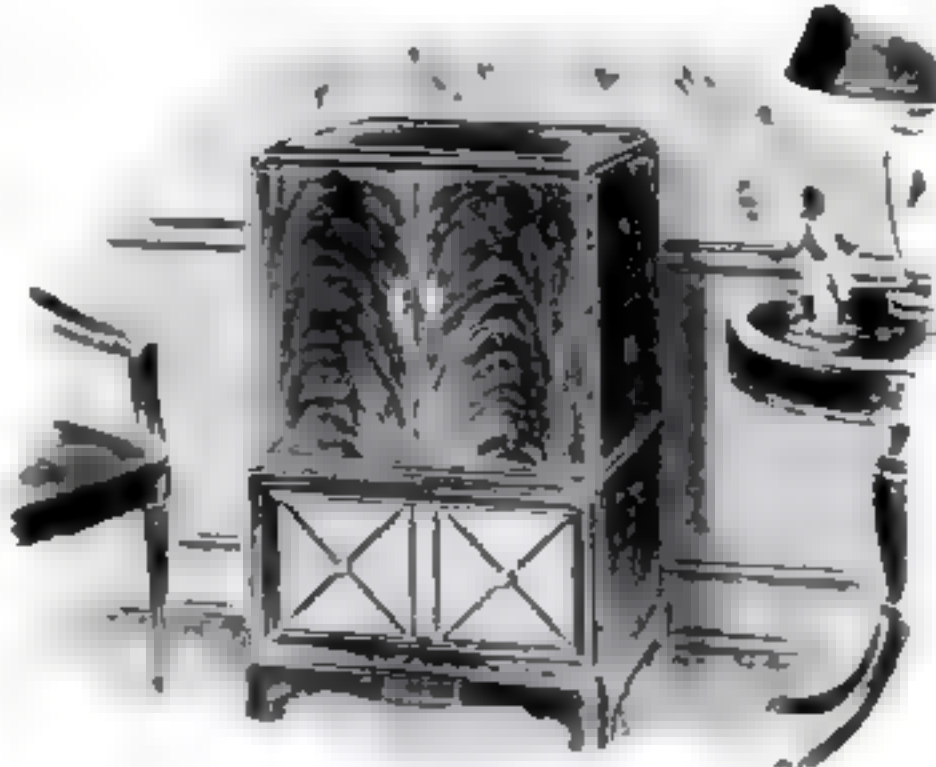
And *only* when you buy an RCA Victor set can you also buy RCA factory-guaranteed television installation and service. Ask your dealer about the optional RCA Victor Television Owner Contract. No other company offers such extensive television service facilities.



RCA Victor 8TK29

Full size, 52 square inch television screen, automatic program selection with new Multi-Channel Station Selector, easy operation with simplified, improved controls. *AM and RCA Victor FM radio, too!* Big 12-inch speaker, the famous "Golden Throat" tone system in a fine, hand-rubbed cabinet with doors that close to conceal screen and controls. Mahogany or walnut finish. Blond slightly higher in price.

SEE YOUR RCA VICTOR TELEVISION DEALER FOR A DEMONSTRATION AND FREE BROCHURE



RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



WORLD LEADER IN RADIO . . . FIRST IN TELEVISION

Go See For Yourself —And Then Be Ashamed.

By J. G. Coughlin

Many West Memphis school age Negro children have never been to school at all, but some 800 of them are being "educated" under conditions which defy description.

Words, nor even pictures, can describe the crowding, utter lack of modern facilities or the filth and squalor which abound in the miserable shack of a school and the tiny little church to which colored children trudge through slummy gumbo mud in an almost vain quest for learning.

For four

BECAUSE YOU JUST DON'T CARE.

FLAMES FROM THE BURNING NEGRO SCHOOL LIGHT UP A NOVEMBER NIGHT IN WEST MEMPHIS. EDITORIAL IN INSET DESCRIBES THE CONDITIONS A YEAR LATER

WEST MEMPHIS SCHOOLS

Editor fights for an education for 1,000 Negroes

The night the Negro school burned down there was a red glow in the sky and a clanging of fire engines in West Memphis, Ark. The school was just a 10-room frame building; it burned like kindling, and half of it was destroyed. It was the only school for the town's 1,000 Negro children. Jack Coughlin (right), editor of the *West Memphis News*, ran the picture above in his paper and sat back to see what the town was going to do about another school.

Last September, 10 months after the fire, the town opened a new \$300,000 school—for white children. Now its 900 white children had two schools and one of the finest systems in the state. But the Negro children still had no school at all. Some of them jammed into a small church floating in a sea of mud. Some went across the river, gave false addresses and went to school in Tennessee. The rest just quit school. This was more than Editor Coughlin could stand. In a series of hot editorials (above) he began belaboring the townspeople, but all they did was talk about a new school and patch up the half-burned building. It has coal stoves and no electric lights, but 310 students and five teachers can fit into its five small rooms. Another 370 are still crammed in a one-room church (next page). They call the five-room school "Wonder" after West Memphis, which likes to be known as the Wonder City.



CRUSADING EDITOR Jack Coughlin, 33, stands in front of *News* office. He and his brother Pete bought the paper three years ago, have been in hot water ever since.



IN THEIR ONLY CLASSROOM Negro children of the first, second, fourth and fifth grades are jammed into pews in the Negro Baptist church. Because of its size the

third grade (102 children) has been moved to the other building, leaving this room with an average enrollment of 370. It is heated only by an old stove, has no inside plumbing



and the children wear boots and overshoes all day because the floor is always covered with Arkansas gumbo mud. Each Negro teacher in West Memphis has about 71 students.

As one of them puts it, "I don't teach school, I keep school." In 1948 West Memphis spent an average of \$144.51 on every white student, \$19.51 on every Negro student.



Take soothing Pepto-Bismol—and feel good again!

Never aggravate an upset stomach with overdoses of antacids or harsh physics. Be gentle with it. Take *soothing* PEPTO-BISMOL. Its action is *different*.

PEPTO-BISMOL spreads a soothing, protective coating on irritated stomach and intestinal walls—gives fast 3-way relief:

- ① Helps calm and quiet the upset.
- ② Helps retard fermentation and formation of gas.
- ③ Helps sweeten and settle the stomach.

Whenever you suffer from acid indigestion, heart-burn, diarrhea or other common digestive distress, take pleasant, soothing PEPTO-BISMOL. At all drug stores.

Pepto-Bismol®

SETTLES and SWEETENS UPSET STOMACH

Norwich

A NORWICH PRODUCT



West Memphis CONTINUED



NEW WHITE SCHOOL is modern, has 14 classrooms, 288 students and 20 teachers. It is a high school, has school-bus service; Negro schools have none.



SHARING TWO BOOKS, eight little children squeeze together in a pew in the church school. Books are scarce and they must look on or wait their turn.



IN THE NEW GYM high-school boys play on the glistening floor. Both the white schools have gyms, industrial arts shops, cafeterias and modern kitchens.



THE NEGRO CHURCH has one room, 370 students, five teachers. It is surrounded by mud, gutters and chickens which run around yard all day long.



They bring their own lunch to school or buy a sandwich in a nearby store while white children can have a special 20¢ hot lunch in their school's cafeteria.



TYPING CLASS in high school has 23 typewriters on modern desks. Negro high school is one 18x20 foot room in burned building, has only one teacher.

CONTINUED ON NEXT PAGE

For a softer caress -
try tender-touch **yes**

yes
tissues

tissues

yes

A finer facial tissue that's
actually washed in pure,
soft water to give it that soft,
soft tender touch. Box of 300, 27¢

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

A SPECIAL PREPARATION FOR SHAVING

*It Needs No Brush
Not Greasy or Sticky*

MODERN LIFE now demands at least 1 man in 7 shave *every day*. This daily shaving often causes razor scrape—irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like your wife's vanishing cream—not greasy or sticky.

SMOOTHS DOWN SKIN

You just wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers—never a brush.

Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

Especially for the 1 man in 7 who shaves daily

For men in responsible positions—doctors, lawyers, businessmen and others who must shave *every day*—Glider is invaluable. It helps eliminate the dangers frequent shaving may have for the tender face and leaves your skin smoother and cleaner. Glider has been developed by The J. B. Williams Company, who have been making fine shaving preparations for over 100 years.

TRY GLIDER FREE

You can get Glider at any toilet-goods counter. Or, because we're so positive that Glider will give you more shaving comfort than anything you've ever used, we'll send you a guest-size tube **ABSOLUTELY FREE**. No stamps—no cartons—no dimes. You get the tube—enough for three full weeks—at no cost to you.

Just send your name and address to The J. B. Williams Company, Dept. LG1, Glastonbury, Conn., U.S.A., and we'll mail you postpaid your tube of Glider. On this **FREE** trial test, we rest our case entirely.

Don't delay—send us your name and address today! This offer is limited to one tube per user and all letters or postcards must be postmarked not later than July 31. (Good only in U.S.A. and Canada.)

Everett D. Hurlburt

PRESIDENT
THE J. B. WILLIAMS CO.



IN WHITE SCHOOL a girl bends over to drink from fountain. Both white schools have sanitary drinking fountains, shower rooms and toilet facilities.



OUTSIDE ONE NEGRO SCHOOL a young girl stands in slimy gumbo to drink from a leaky water tap. Other school has a fountain in its muddy yard.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



For Finer Flavor...serve

Hi Ho!



Compare Hi Ho with any other cracker

COMPARE for appetizing appeal... In appearance, Hi Ho crackers invite comparison with any other cracker. Note the golden brown color... the uniformity of every Hi Ho.

COMPARE for flakiness... Turn a Hi Ho cracker edge-wise. Note the flakiness, the delicate texture... sure sign of expert baking.

COMPARE for finer flavor... Taste Hi Ho... try them on your family and guests. No other cracker has the flavor that belongs only to Hi Ho.

FROM THE THOUSAND WINDOW BAKERIES OF

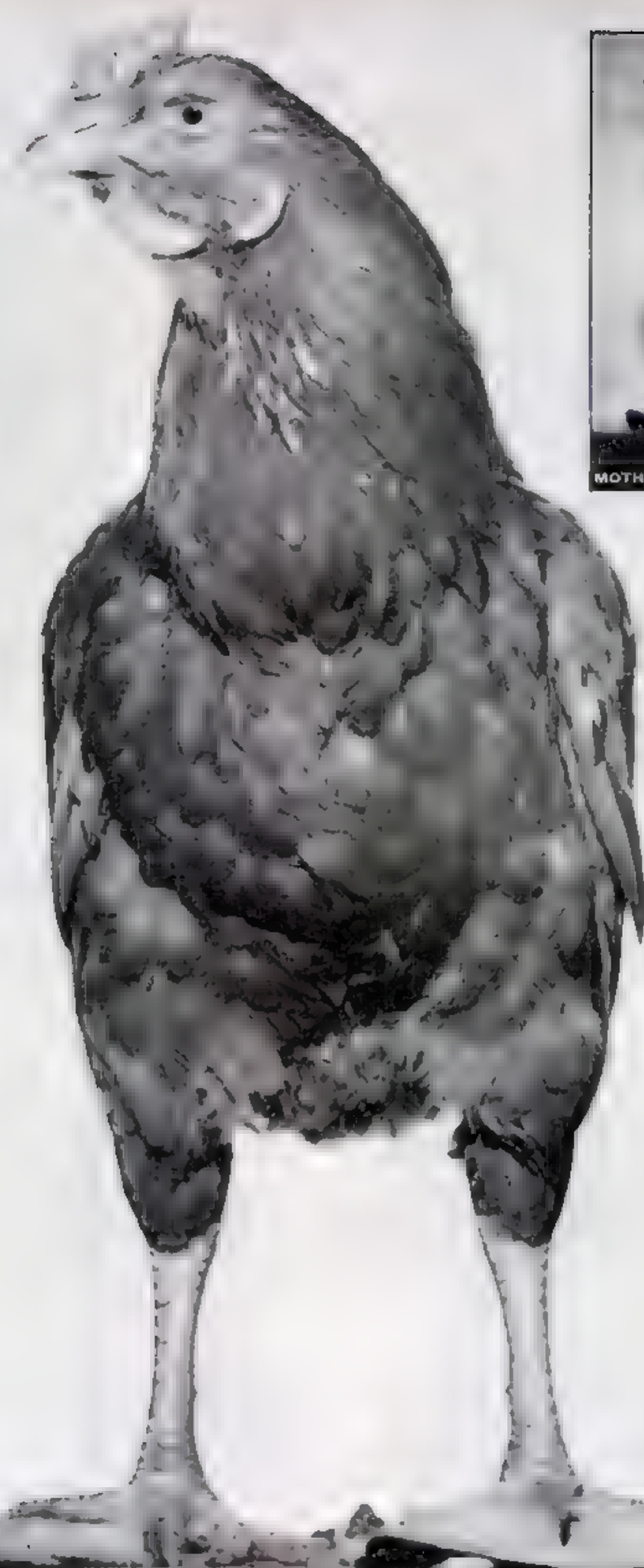




FATHER IS A CALIFORNIA CORNISH



MOTHER IS TENDER NEW HAMPSHIRE



THE CHICKEN OF TOMORROW POSES WITH ITS PARENTS (TOP LEFT AND RIGHT). CALLED A CALIFORNIA FRYER CROSS, IT IS GOOD FOR FRYING AT 4½ POUNDS

NEWEST CHICKEN

It has smaller bones, more meat

This proud cockerel, entitled the Chicken of Tomorrow, is the member of a new and remarkable breed of fowl. The country's top poultry experts selected its breed as the winner of a three-year contest sponsored by the A & P food stores to develop birds with lighter and smaller bones, lower pin feathers, cleaner-looking skin, bigger breasts,

plumper thighs and more succulent meat. Thousands of poultrymen tried to combine these characteristics in one chicken. It remained for a Californian named Vantress to turn the trick with a bird (*above*) which has the additional virtue of flowering into a tender 4-pounder in the time it takes most breeds to grow to a scraggly 3 pounds.

Fred Astaire Says: "I Agree - **EDGEWORTH**

is
*America's
Finest!*"



Los Angeles
California

Edgeworth
Richmond, Virginia

Gentlemen:

I have a theory that pipe smokers make the best dancers -- because they've already learned how to relax.

As an Edgeworth smoker from way back, I am not advocating that my pupils go through a rhumba with pipes in their mouths. But I do think that a quiet pipeful of your smooth-smoking Edgeworth -- before and after dancing -- is an excellent way to relieve nervous tension.

Incidentally, I certainly agree that Edgeworth is "America's Finest."

Sincerely yours,
Fred Astaire

RELAX

...with **EDGEWORTH READY-RUBBED**
...slow-burning, cool-smoking. And, remember -- "every pack is a pouch!"
...with **EDGEWORTH SLICED** ...
crumble to your personal taste.



LEARN TO DANCE AT THE FRED ASTAIRE DANCE STUDIO IN YOUR CITY

Newest Chicken CONTINUED



PLUMP BREAST of Chicken of Tomorrow (right) is almost twice as wide as that of an ordinary chicken of the same age. It also has fewer pin feathers.



CROSS SECTIONS show plumpness of Tomorrow's Chicken (right) with more back meat and bigger thighs than ordinary chicken of same age (left).



RATIO of meat to bones is about 25% or even more in favor of Chicken of Tomorrow (right). Meat on scale is heavier, while bone pile on table is smaller.

To help you plan your vacation

California

The glamorous Golden State . . . bordered by the blue Pacific. From dawn to dusk, always something to see and do.



Utah-Arizona NATIONAL PARKS

Grouped in one vast scenic area are Southern Utah's Bryce Canyon and Zion National Parks . . . Arizona's Grand Canyon National Park.



Pacific Northwest

Noted for its mountains, sparkling waters, forests and flowers. Union Pacific parallels the Columbia River Gorge for 200 miles.



Colorado

Mile-high summer playgrounds with a delightful, cool climate that brings relief from summer's heat.



Sun Valley IDAHO

Year-round vacation playground. Swimming in glass-walled pools . . . skating on an artificial ice-rink. Golfing and other sports.



Dude Ranches

Throughout the "Union Pacific West" are scores of dude ranches offering a variety of outdoor activities and a choice of accommodations.



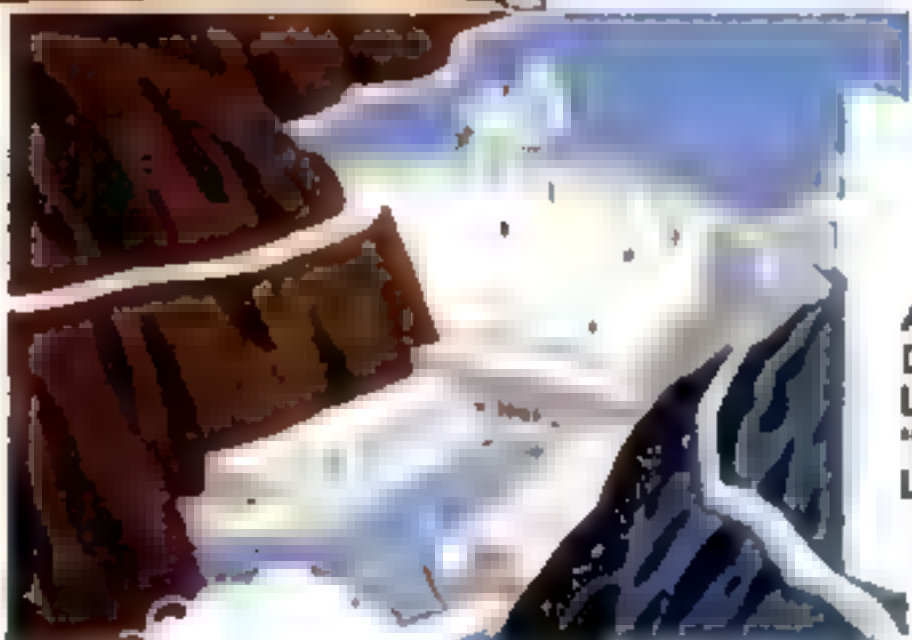
Yellowstone & GRAND TETON NAT'L PARK

Nature's land of magic. Union Pacific goes direct to West Yellowstone gateway . . . nearest to Old Faithful geyser.



Las Vegas AND HOOVER DAM

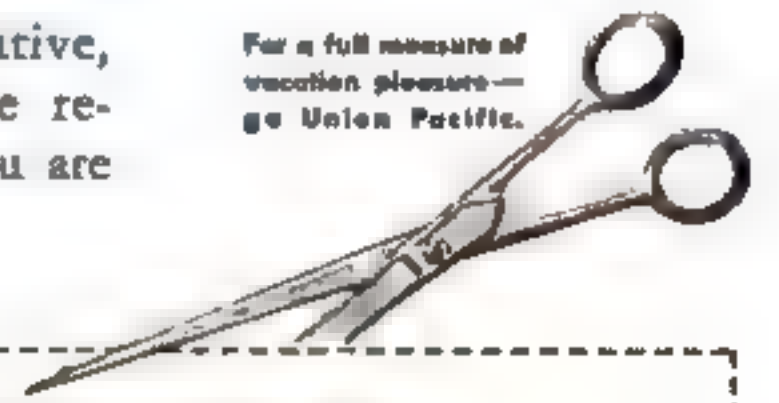
An unusual attraction, Hoover Dam combined with picturesque Las Vegas. Can be seen as a "stop over" en route to or from Los Angeles.



Enjoy your vacation to the fullest. Go the comfortable, restful way—by Union Pacific. Excellent service available to these various regions.

Mail coupon below for informative, illustrated booklet describing the region—or regions—in which you are interested. It's free!

For a full measure of vacation pleasure—go Union Pacific.



UNION PACIFIC RAILROAD, Room 240, Omaha 2, Nebraska. I am interested in a train trip to the following region.

Please send free booklet. (Name Region) _____

Name _____

Street Address _____

City _____ State _____

Also send information about All-Expense Escorted Tours ☐

UNION PACIFIC RAILROAD

Road of the Streamliners



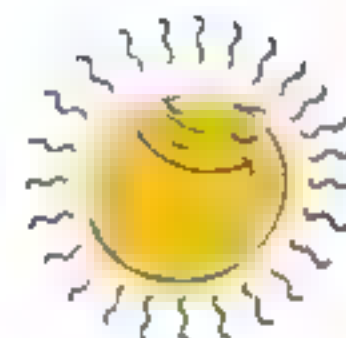


Nestle sweet, young Birds Eye Peas

in Potato Boats



-and you'll think it's June



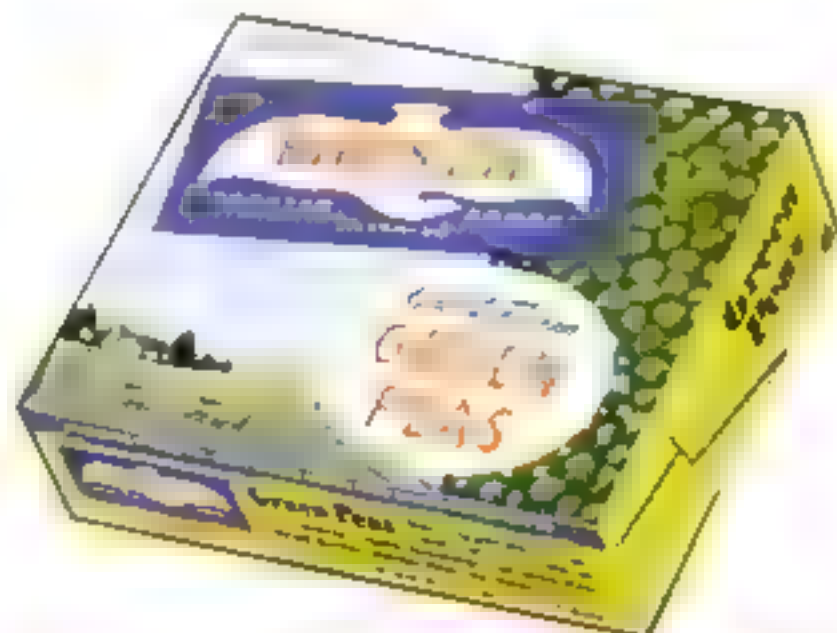
Um . . . m . . . MM!

. . . wonderful, farm-fresh, June-sweet Birds Eye Peas, sauced up nippy, and nestled in golden-baked potato boats!

You never get pea-eating like this unless the peas are the young, tender kind that come in the box with the *Birds Eye* trade-mark!

For Birds Eye are the world's finest peas, always uniform in freshness and flavor. Because they're picked when they're exactly right for pickin'. And their farm-fresh goodness is quick-frozen in immediately.

Try them in this **ECONOMICAL** dish tonight . . . And we mean economical—one box of Birds Eye equals *two pounds* of peas you buy in the pods! And there's no waste with Birds Eye Peas. They come shelled, washed, *ready to cook!*



SPECIAL SALE THIS WEEK!

Stock up on Birds Eye Peas NOW while you can get them at reduced price . . . And **COMPARE** the price of one box of Birds Eye *ready-to-cook* Peas with 2 lbs. of market peas. Lady, Birds Eye costs you just about *half as much!* Product of General Foods

RECIPE FOR BIRDS EYE PEAS in POTATO BOATS

First, the potato boats: Combine 3 cups hot seasoned mashed potatoes with 1 slice cooked bacon, crumbled, 2 tablespoons sautéed chopped onion, and 2 tablespoons butter or margarine. Add 1 slightly beaten egg yolk mixed with 1 tablespoon milk. Divide potato mixture into 4 portions, place on greased baking sheet, shape into boats. Brush with melted butter. Bake in very hot oven (475° F.) 15 minutes.

Now, those wonder peas: Cook 1 box of sweet, farm-fresh Birds Eye Peas as directed on package. Drain; add milk to liquid to make 1½ cups. Melt 3 tablespoons fat in saucepan, add 3 tablespoons flour, and mix until smooth. Then add ½ teaspoon salt, ¼ teaspoon Worcestershire sauce, dash of pepper, and pea liquid and milk, stirring constantly. Cook and stir until thickened. Add peas and heat thoroughly. Serve in the potato boats. Serves 4.



FLANKED BY CAVORTING CHORINES, RUDY VALLEE, WHO NO LONGER TAKES HIMSELF SERIOUSLY, SINGS RAFFISH VERSION OF "THE MAN ON THE FLYING TRAPEZE"

VALLEE COMEBACK

The crooner's middle-aged charm still sends ladies of all ages

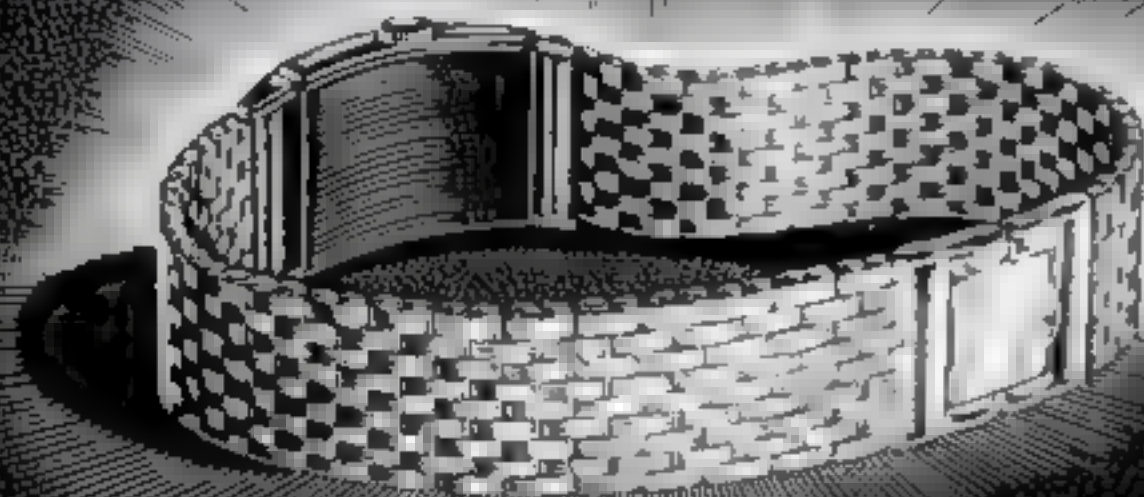
The perennial charm of Rudy Vallee has proved as durable as his gently waving locks and nonsagging waistline. When the aging glamour boy, still spry at 47, appeared recently as the star of Manhattan's Latin Quarter show, he got an astonishing welcome from nightclub patrons, even from those who could not be expected to remember that he is the granddaddy of all crooners. His charm was different—the agonized nasal twang had become mellower though no less nasal—but it still

sent shivers up the spines of all kinds of women (next page). Even the men could stand him (in Vallee's heyday a wife allegedly shot her husband for suggesting that she switch off a Vallee song). Partly responsible for this is the fact that Vallee has a profitable time kidding his age. Although he hams up a new number or two, his audience always clamors for old Vallee favorites and settles back with a happy sigh when he slides into the mooning phrases of *I'm Just a Vagabond Lover*.

LOWEST
PRICE
EVER!

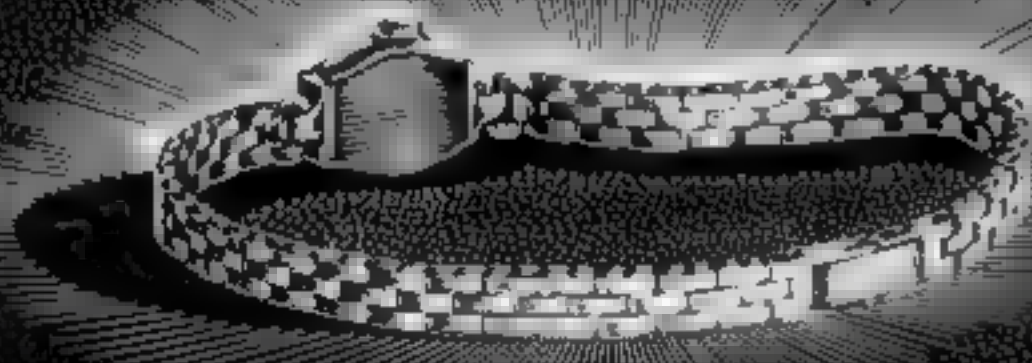


FOR
MEN
NOW
\$9.95
including
Fed. Tax



JACQUES KREISLER'S

Basketweave



FOR
WOMEN
NOW
\$6.95
including
Fed. Tax

A never-before value in famous-make watch bands! And these KREISLER BASKETWEAVE watch bands are better made than ever. ENDURING KREISLER QUALITY in colors of yellow, pink or white gold. See them now—at big savings—at your favorite jewelry or department store.

AMERICA'S
FAVORITE
WATCH BAND

Jacques Kreisler

World's Largest Maker of Jewelry Watch Bands for Men and Women

Vallee CONTINUED



OLD-TIME MEGAPHONE, a Vallee trademark in the '20s, is still used by Rudy to sing his once famous treachy sign-off melody, *My Time Is Your Time*.



YOUNG GIRLS still seek Vallee's autograph. Teen-agers are impressed with Rudy's graceful aging, a quality they also admire in Actor Walter Pidgeon.



OLDER GIRLS, still stirred by erstwhile vagabond lover, happily join Rudy's community sing. Vallee resents word "comeback," insists he's never been away.



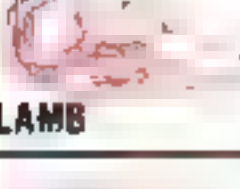


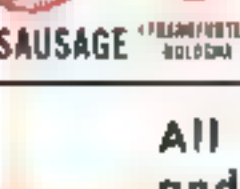
Nourishing MEAT

You knew it was good...



Meat as a Source of Protein, B Vitamins and Iron

PER 100 GRAMS
RAW WEIGHT
UNLESS OTHERWISE
NOTED

KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NICOTINIC ACID (B ₃)	
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE (FRANKFURTERS, HOTLIPS)	Excellent	Good	Good	Good	Excellent

All meats also contain the minerals copper
and phosphorus in significant quantities

but... did you know
it was this good?

Meat is a natural source of protein, B vitamins and iron. It is also a source of many other nutrients, including zinc, selenium, and copper. Meat is a healthy part of a balanced diet and can help you stay strong and healthy.

For more information, visit www.nationalmeatcouncil.org



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GIBSON GIRL



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*The shoe with
the youthful
feel*

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You are the leading lady of the Air Step Fashion Fair . . . an event planned to give you the widest possible shopping choice right at the time when you need new shoes. Air Step dealers everywhere have the styles and sizes to fit your foot, your fancy and your purse.

If you have never worn Air Steps, discover during the weeks of Fashion Fair why these shoes grow more popular every season. They give you new fashion style with that old-fashioned virtue of economy. Now is the time to put your pretty feet in Air Steps, the shoe with the youthful feel. Air Step Division, Brown Shoe Company, St. Louis.

7⁹⁵ to 10⁹⁵ *Slightly higher Denver West*



TWO-TIMER



VOGUE



BETSY



GAY NINETY

Strange ways to make a living



1859 "Step back, gentlemen! The Professor is ready to begin!" Traveling rainmakers made lots of money touring drought areas back when the name Corby's first came to Canada. Farmers paid them well for firing off cannon to shake down rain from the clouds.



1895 Wooden-Indian carving was a prosperous profession when the name Corby's was in its 37th year of fame in Canada. Almost every tobacconist in America had a statue of the noble red man in front of his shop. A small handful of specialists carved them all.



1942 Mexicans made a fat living harvesting seaweed in the Pacific when the name Corby's was 83 years old in Canada. Seaweed was made into agar agar, used by scientists in germ cultures. It was scarce in the U.S. because Japan had controlled the pre-war supply.



1949 Professional wags, often dressed as waiters, are often hired to heckle some guest at parties. They insult him and deliberately infuriate him—until he realizes it's all a joke! Whether you go in for gigs like this, or prefer a more dignified form of hospitality, you'll always please your guests by serving Corby's. It's a light, sociable whiskey with a grand old Canadian name. Moderately priced, too!



CORBY'S ... a grand old name in Canada since 1859

AN AMERICAN BLENDED WHISKEY

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois





BIGGEST APE MAN, as reconstructed by Discoverer Broom, has an enormous face but a small brain. Broom guesses at hair, lips, ear.

A NEW GIANT APPEARS ON MAN'S FAMILY TREE



BROOM, in city suit and wing collar, examines jaw set in rock of Swartkrans cave.

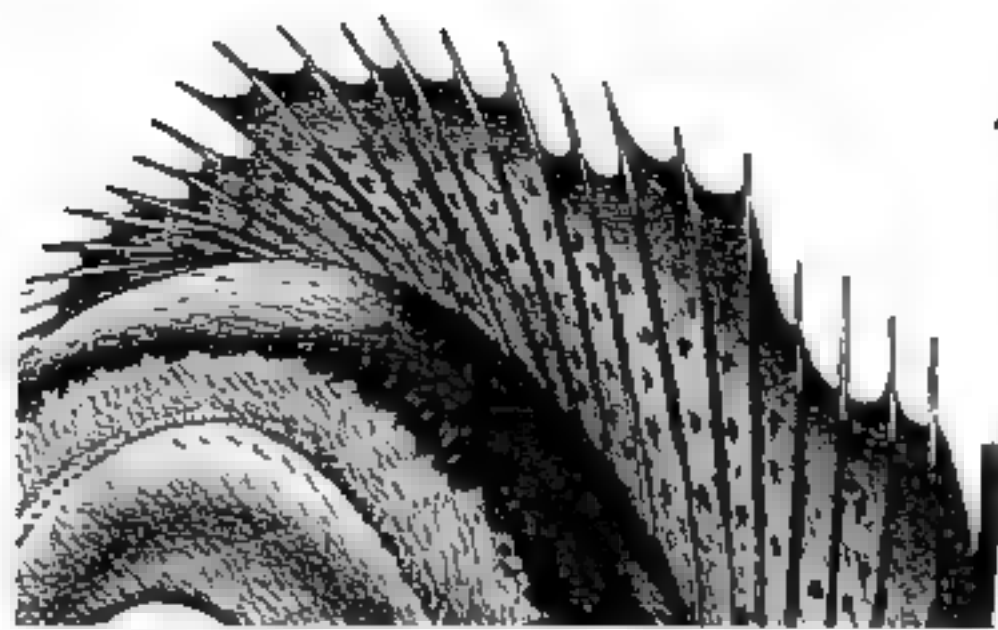
Scientists also find fossil pygmy and pre-human ape

In the limestone caves of southern Africa, birthplace of human races, anthropologists have unearthed bones of the biggest, the oldest and probably the smallest known members of the human family tree. One was a hulking giant heavier than Gargantua, the gorilla. Another was a big-headed pygmy no bigger than a midget. The three finds, ranking in importance with *Pithecanthropus erectus* and the China and Java giants (LIFE, Oct. 7, 1946), help bridge the still wide gap between man and the earliest apelike creatures from which he rose (p. 100). Two provide the first real clues to what the earliest known humans looked like. The third represents a simian animal which may have been their direct ancestor.

Greatest of the three in size and significance is the monstrous but basically human creature reconstructed above. A lumbering, heavy-jawed beast, he roamed a semidesert world inhabited by now extinct giraffes, zebras and saber-toothed tigers. It was among their petrified bones that his massive jaw fragments were found by the South African paleontologist Robert Broom (left). Aided by a grant from Wendell Phillips, leader of the University of California's African Expedition, the 82-year-old scientist last fall resumed his lifelong search for the remains of ancient man. The giant jaw, which he chipped from the wall of a cave at Swartkrans in the Transvaal, was one of the greatest rewards of his four decades of exploration. Its age, he reckons, might be one million years. And small as the fragment was, its form proved that Swartkrans man was human.



JAW FRAGMENT (cast, right) has four teeth twice as big as in ordinary jaw (left).



In 12 Seconds
The Sailfish Can
Streak Through
 $\frac{1}{5}$ Of A Mile
Of Water
...But In Only

TWO SECONDS



Bayer Aspirin
Is Ready To Go
To Work!

MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Millions use Bayer Aspirin to relieve ordinary headache, because it starts disintegrating with astonishing speed... is actually ready to go to work in *two seconds*. And they know this is why Bayer Aspirin brings quick relief.

But important as *fast relief* is when you're in pain, there are also *other reasons* why Bayer Aspirin is the choice of millions.

First, it's remarkably effective.

Second, it's wonderfully gentle. In fact, Bayer Aspirin's single active ingredient is *so effective*, doctors regularly prescribe it for pain relief... is *so gentle* to the system mothers give it even to small children on their doctors' advice.

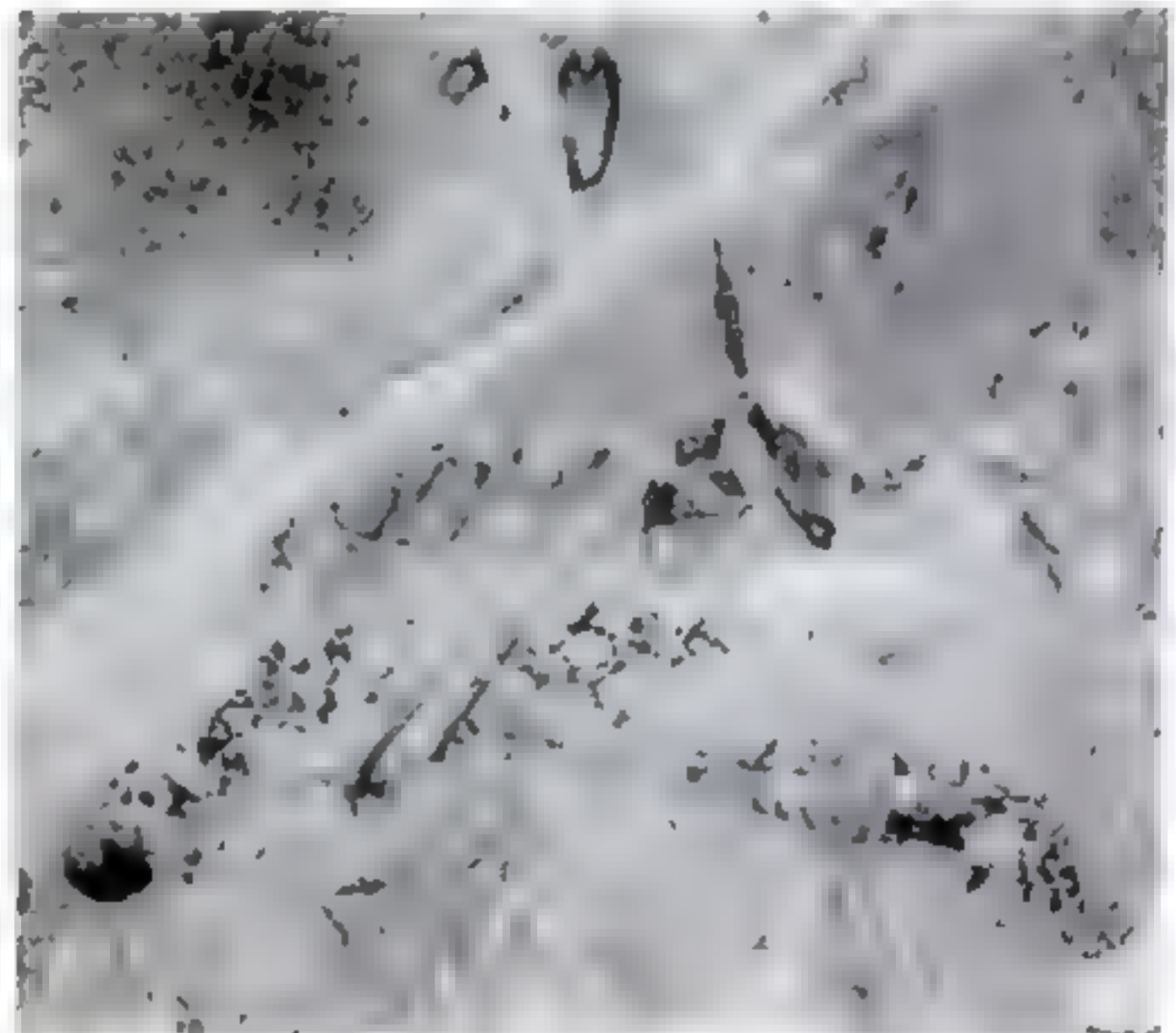
So don't experiment with drugs that have not stood the test of time. Do as millions do—use Bayer Aspirin for fast, dependable relief. And when you buy, buy by name. Always be sure to ask for *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN



SMALLEST APE MAN, the pygmy called Prometheus, is considered to be human despite apelike appearance. Unlike apes he used weapons, possibly fire.



CHARRED BONES of a pig and an antelope, split for marrow, were found in caves where Prometheus lived. They suggest this ape man may have used fire.



POWERFUL JAW of a young Prometheus ape man showing a fracture (arrow) made at time of death is part of evidence this race used striking weapons.

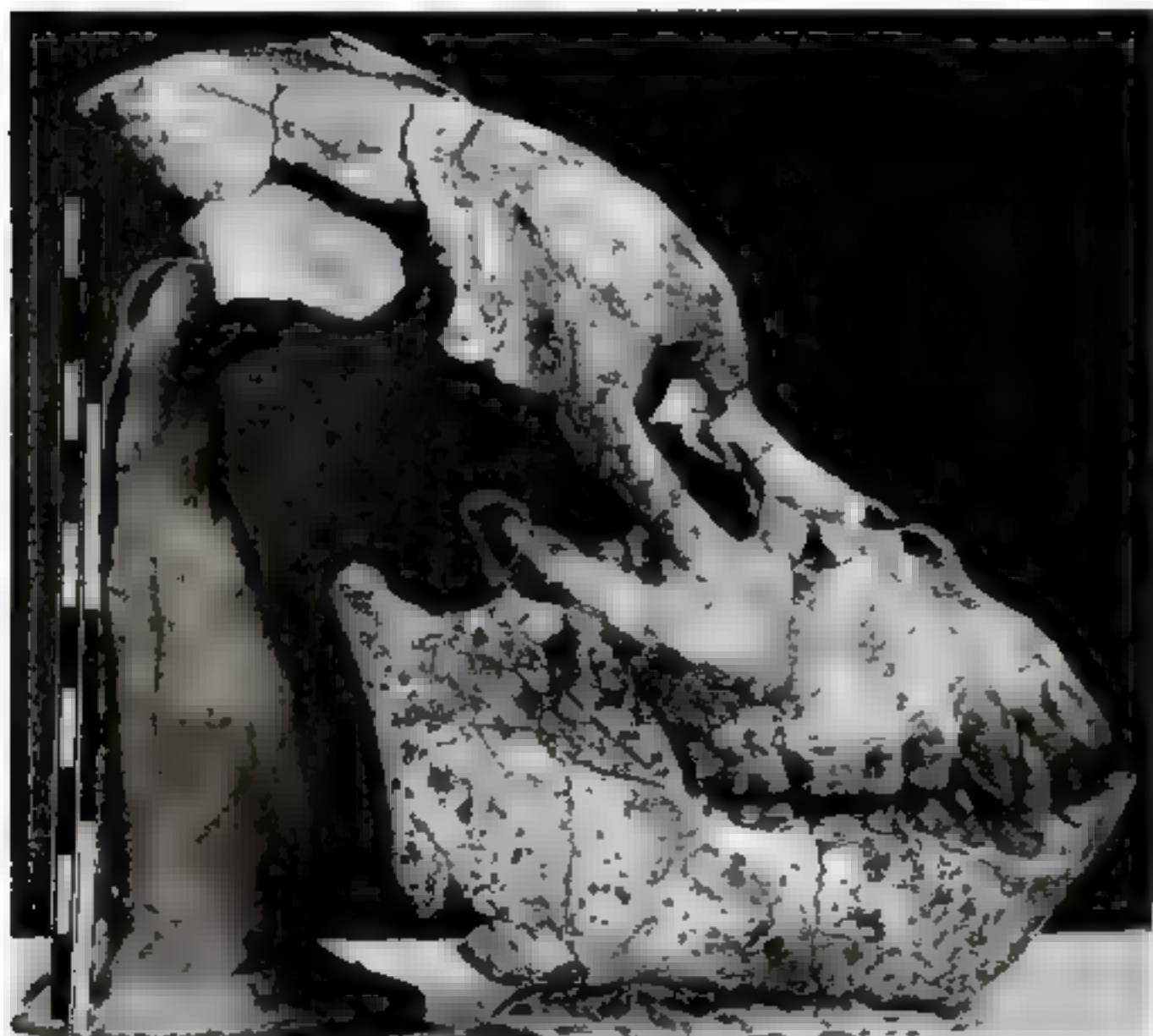


OLDEST APE in or near human line of descent is 15-million-year-old Proconsul. It is sub-human but probably ancestral to ape man and modern man.

UP FROM THE APE IN AFRICA

Older theories of when and where man's apelike ancestors arose have favored Asia as the center of human evolution. The three new finds, taken with previously known African fossils like the much later Rhodesian man, now point to Africa as another evolutionary Garden of Eden. The Swartkrans giant and his equally undeveloped neighbor, Prometheus, the fossil pygmy (*top, left*), help fill in the early levels of human development on the continent. Both these ape men walked erect. Both probably lived in the dawn of the Pleistocene geological epoch. Prometheus, despite his gorilla-sized brain, may have hunted big game with animal-bone clubs. According to his discoverer, Professor R. A. Dart, he used fire to warm the caves in which he lived. Dr. Dart believes such manlike actions as well as physical type should class Prometheus and creatures of the same level, like Swartkrans man, as true human beings of close to a million years ago.

The very earliest beginnings of man's own evolution are recorded in a third new African skull. After a 17-year search Dr. L. S. B. Leakey, a Nairobi scientist, found on an island in Lake Victoria the first nearly complete skull of a Proconsul ape (*above and below*), a ground-dwelling creature of 15 million years ago who may represent the first separation of the human branch from the tree of general primate evolution.



PROCONSUL SKULL shows this small and primitive Miocene ape already had certain pre-human characteristics, such as lack of heavy bone brow ridges.

CONTINUED ON NEXT PAGE

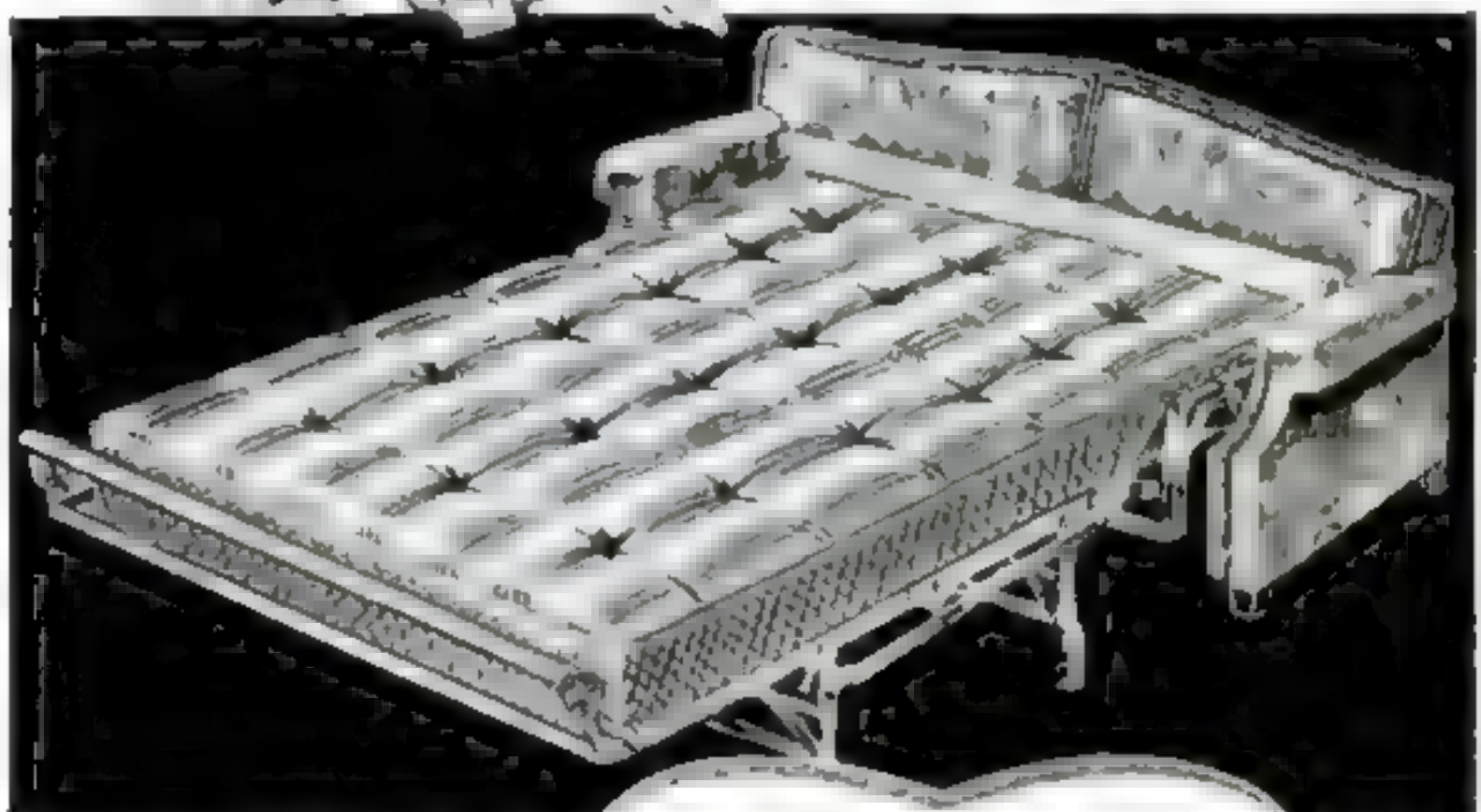
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THIS is our NEW PULLMAN SLEEPER as it looks in our living room—a beautiful, luxurious custom-styled sofa



AND THIS

is the full-width, bed-height, double bed we get at night—as quickly and easily as pulling out a drawer.



NEW! Pullman spring-room mattress—Latex rubber over innersprings at slightly higher cost

Choose a PULLMAN Sleeper

for Enduring Character and Comfort



7 IMPORTANT FEATURES OF

PULLMAN LEADERSHIP

1. First to combine a full-width double bed with deep innerspring mattress and a highly-styled sofa.
2. A product of leading furniture stylists and sofa bed engineers.
3. Knee-high sofa seat gives maximum sitting comfort.
4. Full-width bed at normal bed height from the floor. Adjustable pillow support gives extra length. Upholstery completely protected.
5. Pullman full depth innerspring mattress, all in one piece. No breaks, or hinges.
6. Easier to open and close. Velvet smooth, one-motion operation.
7. Mattress easily removed for airing or cleaning.

The widely preferred Pullman Sleeper is, first of all, a piece of *fine furniture*—product of more than half a century of furniture leadership. It is the only sofa-bed to combine a custom-styled, highly decorative sofa and this improved bed-height bed with a *one-piece*, full-thickness innerspring mattress. Buy no sofa-bed until you have seen the Pullman Sleeper and have witnessed a demonstration of its exclusive features. At leading retailers.

Fabric Fashions—See newest patterns, colorings and weaves in the exclusive Pullman Collection of Decorative Fabrics.

The Pullman Sleeper—Newest period and modern double bed designs \$199 to \$300, also love seat designs with single bed, \$175 to \$250—depending upon style and fabric.

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Flex Roll
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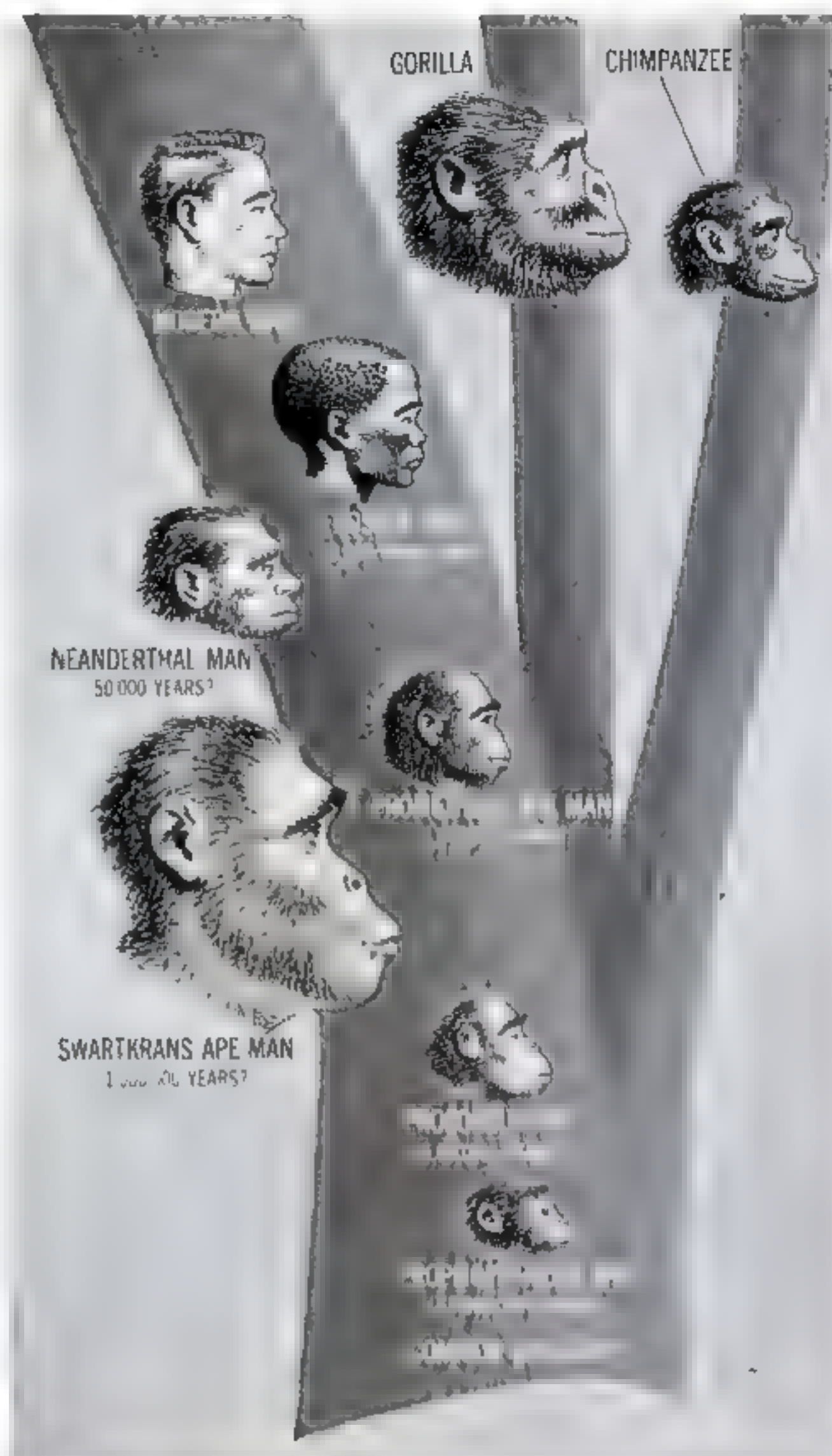
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SHIRT

as worn by RONALD REAGAN
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JOHN LOVES MARY
a Warner Bros. Production

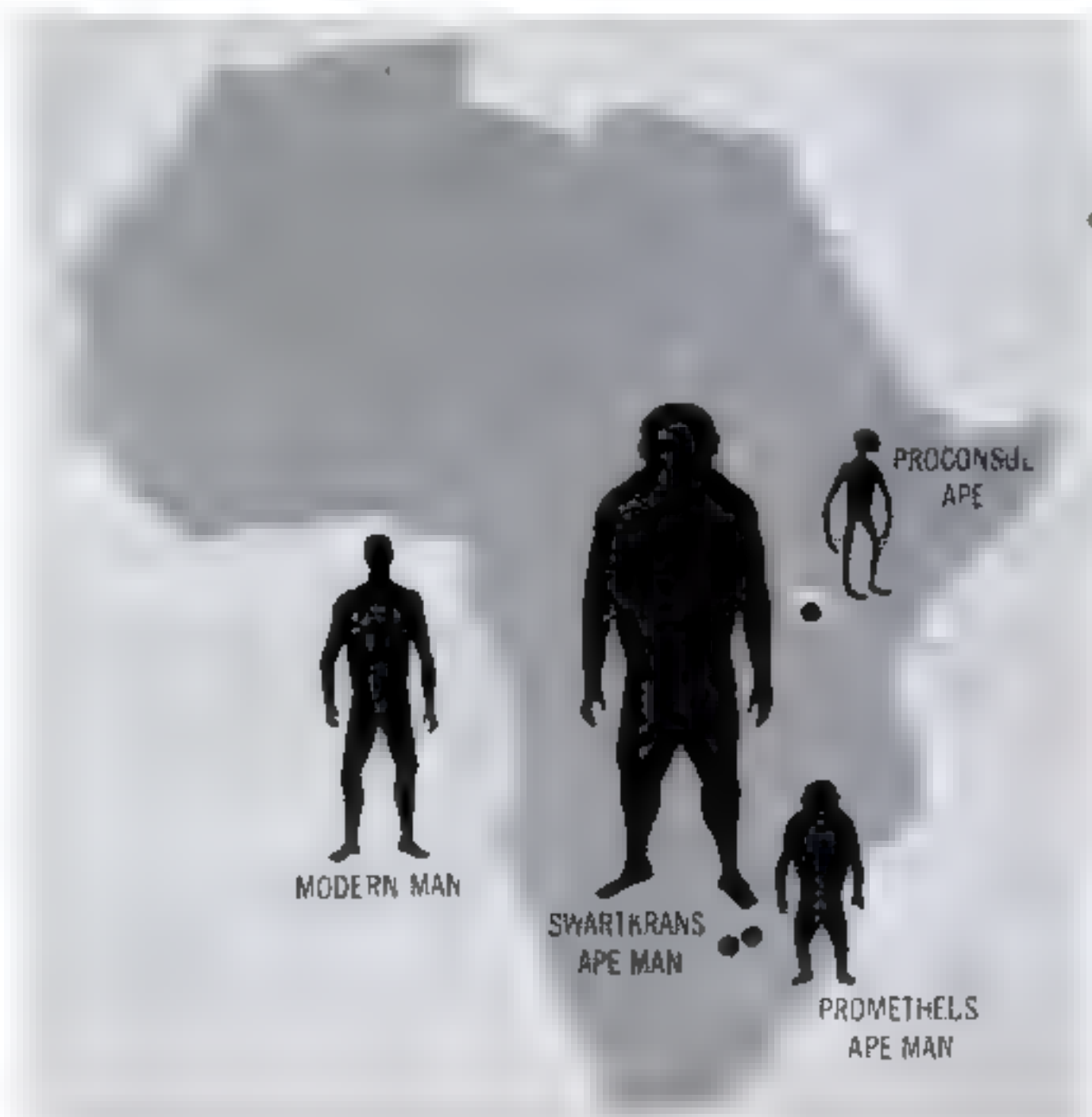
The collar stays
"rolled" without
stays... actually
improves with
laundering! Five
unique collar
styles... white,
white-on-white
and pastel
fabrics.

CO., INC. BALTIMORE 1, MD.

Ape Men CONTINUED



HOW MAN EVOLVED IN AFRICA is shown on family tree in which the three newly discovered types are placed in relation to some of the other fossil men previously found on the continent. The tree, which indicates that Africa had representatives in every level of human development, is not a direct line of evolution but a chronological sequence of types. Map (lower drawing) shows where giant, pygmy and ancient ape were found and their approximate sizes.





Bowling or billiards?

IT'S A MATTER OF CHOICE... Since different people like different things, no game ever invented can be everybody's favorite.

Nor can any single brand of whiskey seem best to everyone. That's why we take the common-sense attitude that Hunter's deli-

cately different flavor will taste best to a great many men, but not necessarily to all men. It's a matter of choice!

We do sincerely believe you should try this fine whiskey. Try it because it is different. Try it and form your own opinion!

HUNTER

SINCE 1860

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY, BLENDED WHISKEY, 92 PROOF, 60% GRAIN NEUTRAL SPIRITS.

GORGEOUS MAIN DISH...THRIFTY TOO!

Cheese Soufflé

Pronounced
"SOO-FLAY"

NEW, SIMPLE, EASY RECIPE... STEP BY STEP

CHEESE...zesty always...but here fairly bursting with delicious goodness. CHEESE Soufflé! Made with this new, easy step by step recipe. It puffs and it stuffs into a gorgeous main dish. Every forkful a tantalizing spicy-CHEESE morsel that melts in the mouth. So easy...so good! Economical, too. Try it.

For 4 Generous Servings...

3 tbsp. butter	dash Tabasco
3 tbsp. flour	sauce
1 cup milk	1 1/4 cups grated
1/4 tsp. Worcester-	sharp CHEDDAR
shire sauce	CHEESE
1/2 tsp. salt	4 eggs, separated



MELT BUTTER in top part of double boiler. Add flour and stir to smooth paste. Gradually add milk, stirring constantly. Cook until thick. Add Worcestershire sauce, Tabasco sauce and salt.



ADD GRATED CHEESE and stir until melted. Remove from heat.



BEAT EGG YOLKS well and add to mixture. Cool slightly.



FOLD CAREFULLY into softly beaten egg whites. Pour into 1 quart baking dish.



CUT THROUGH MIXTURE all around about 1 inch from edge of dish with bowl of a table spoon.



BAKE IN SLOW OVEN 400° F. for 10 to 15 minutes. Quarter and serve immediately. This recipe is a CHEESE Soufflé. It is not a cake. It is a souffle. It is all its own goodness.

Cheese... Nutrition and Flavor Goodness at its Best

Serve CHEESE as a nourishing treat in itself...or a zesty flavor-goodness added to so many other foods...in sandwiches, sauces, main dishes. Choose from hundreds of varieties...Cheddar,

Gouda, Bleu, Provolone, Swiss, Camembert, Cream...and many others. Yes, mild or sharp...smooth or tangy...there's a cheese for every taste. Serve it often...for CHEESE is zest at its best!

FIRST
FOODS

AMERICAN DAIRY ASSOCIATION

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"VOICE OF THE DAIRY FARMER"



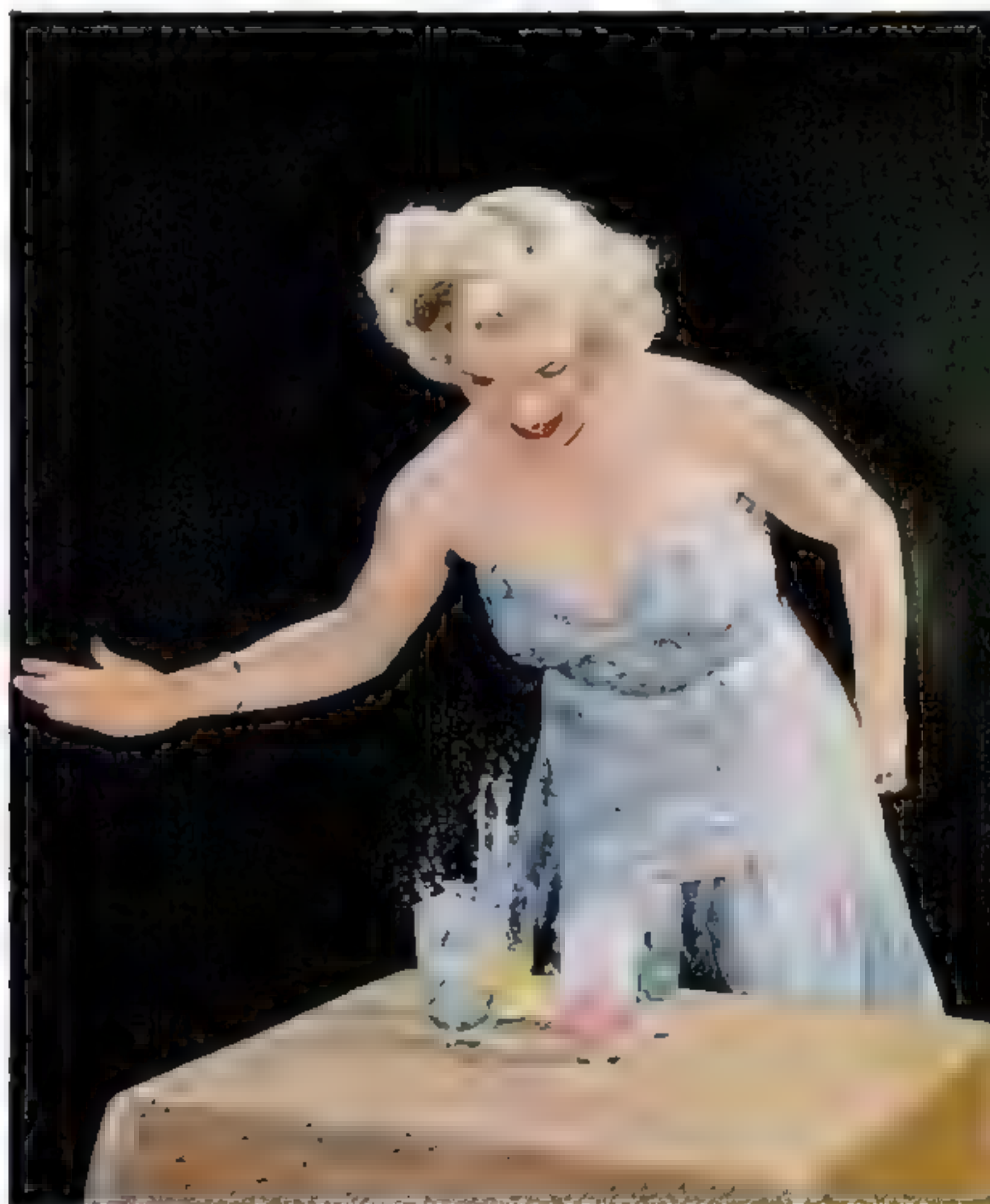
JOAN BEGINS THE TRICK BY PLACING THE EGGS ON FOUR ROLLED-UP PLAYING CARDS



SHE GIVES PLASTIC TRAY A SHORT BLOW AND THE EGGS START TO FALL



EGGS SEEM TO BE SUSPENDED IN MID-AIR AS TRAY AND CARDS ARE KNOCKED ASIDE



THE TRICK ENDS AS EACH EGG SPLASHES NEATLY INTO A GLASS OF WATER

PRETTY EGG TRICK

A surprising trick, which any courageous person can do with four eggs, is demonstrated above by a professional magician, Joan Brandon. The whole thing looks as if it could easily end up in a terrible

mess, but if the instructions are conscientiously followed no serious damage will be done. The egg trick is prettiest when performed by an attractive blonde and safest when done with hard-boiled eggs.



That sure feeling

Your woman's intuition may be a mystery to men... but it's no myth.

You can always *tell*... when the camellia in your hair is at just the right angle... when it's the moment to add a spice to your most special dish... when you discover the International Sterling pattern that's perfect for you.

Just as surely as you want solid silver for your table, you want the finest... the loveliest. To your eye, its beauty may lie in shining simplicity... in delicate ornamentation... in a bold, rich look. Among the twelve artist-designed International patterns, there's one to call up that *sure* feeling.

For when you choose an International Sterling pattern, you become the lifetime owner of solid silver *with beauty that lives forever*. Each pattern is designed for timeless beauty... finished to perfection by New England's most famous silversmiths.

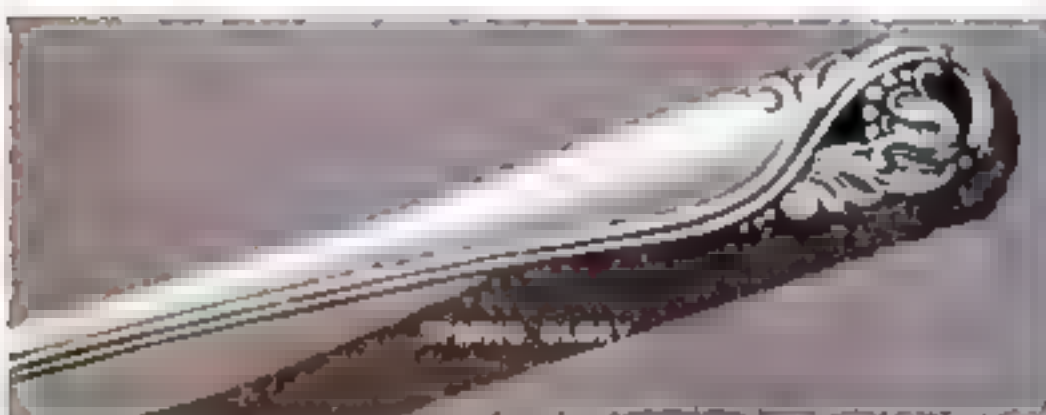
Choose now... and have that sure feeling every time you set your table.

Compare prices... see how true a value you get. Basic service for eight with chest, as little as \$168.50 (tax included). Ask your dealer about his easy purchase plan.

TUNE IN to "The Adventures of Ozsie and Harriet," Sunday evenings, 6:30 P. M., E. S. T., NBC.

International Sterling

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SPRING GLORY, SPRINGLIKE, BRIDELIKE. NOTICE SMART OPENWORK MOTIF, UNFOLDING INTO ONE PERFECTLY CARVED FLOWER.



ROYAL DANISH: A RICH-LOOKING SCANDINAVIAN TYPE OF DESIGN, OPENWORK HANDLE. (THIS PATTERN MADE IN THE U.S.A.)



WILD ROSE: A PATTERN WITH ALL THE SENTIMENT OF YOUR OWN LOVE STORY. SEE THE EXQUISITELY CURVED HANDLE, WITH SUPERBLY CARVED WILD ROSES FLOWERING AGAIN AND AGAIN. ONE OF INTERNATIONAL'S NEWEST AND MOST DISTINCTIVE PATTERNS.



JOAN OF ARC: FRENCH INSPIRED, SUPERBLY GRACEFUL, WITH LOVELY CURVES AND CONTOURS IN THE CLASSIC TRADITION.



PRELUDE: A ROMANTIC PATTERN THAT COMBINES SIMPLICITY AND DAINTINESS, CROWNED WITH A DELICATE FLORAL CLUSTER.



RICHELIEU: A LUXURIOUSLY ORNAMENTED PATTERN IN THE LOUIS XIV TRADITION, WITH DETAIL IN CRISP RELIEF RICH; DRAMATIC.

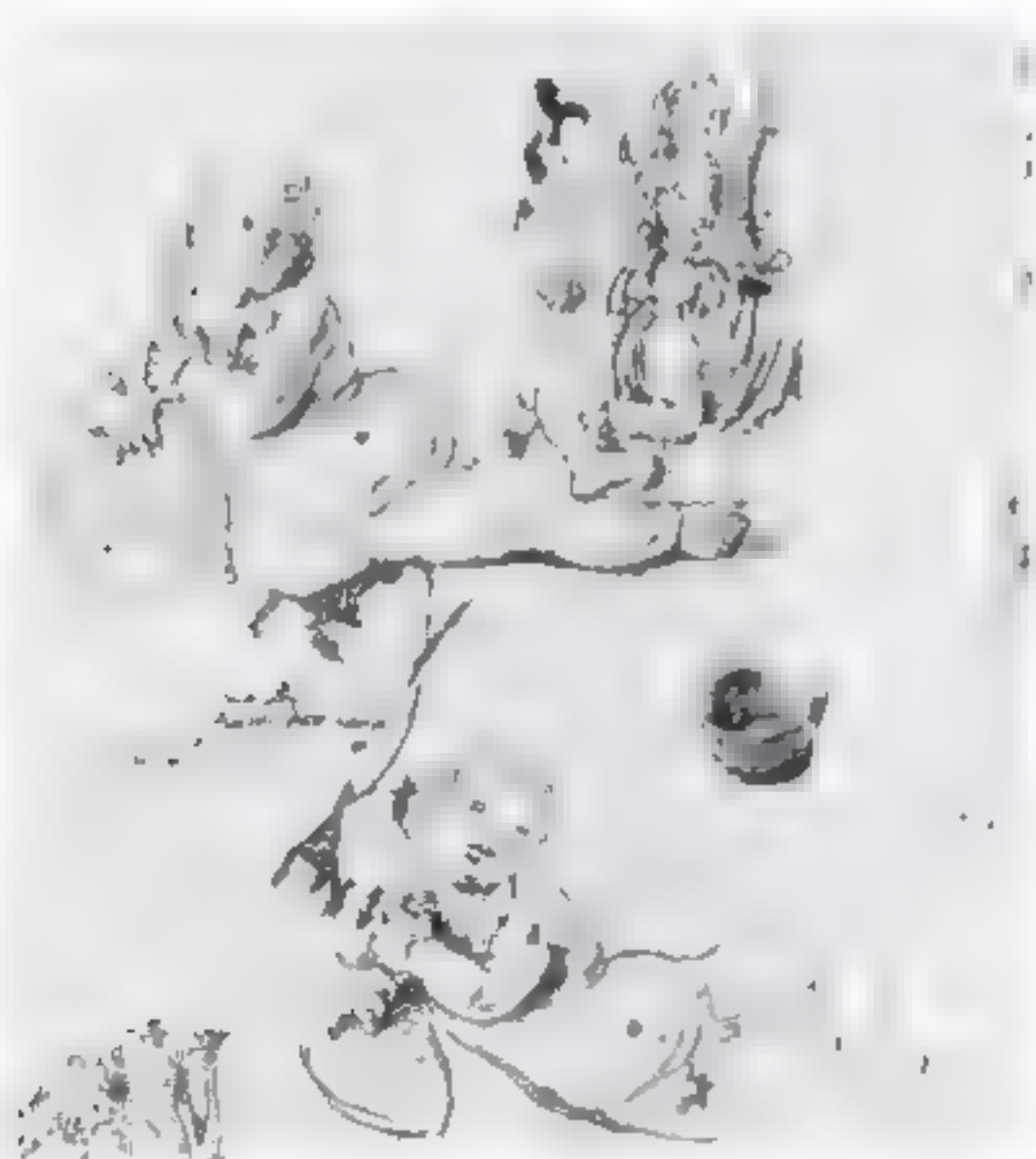


LIKE MANY VERROCCHIO PIECES STATUE HAS BROAD FEET, THICK EARS

LONG-LOST STATUE

Unknown Verrocchio is discovered in New York

All last summer Dr. Walter Heil, the director of San Francisco's De Young Memorial Museum, puzzled and pondered about the statue of a chubby, squirming little boy he had seen in a dingy art gallery on a trip to New York. Finally he went back and bought it for \$1,800. One day last month he made a triumphant announcement: he had discovered a new Verrocchio. No new works of the great 15th Century Italian sculptor, Andrea del Verrocchio, have been turned up in hundreds of years, and art experts eagerly examined the new find. Basing their opinions on some babies sketched in one of Verrocchio's notebooks (*below*) and on some 20 works known to be his, they have tentatively agreed that Heil's baby is the real thing. If so, it is worth around \$200,000.



BABY SKETCHES resembling statue appear in this Verrocchio notebook. They were not drawn by the artist but probably by one of his studio assistants.



Grand
Coffee
in 2
Seconds



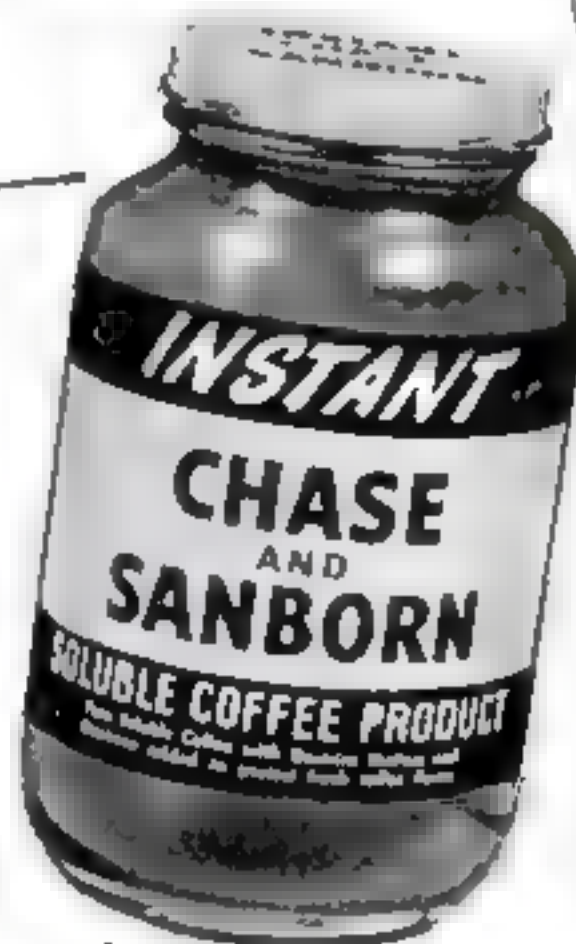
No Pot...
No Mess
No Waste...
No Wait

An Instant Success!

It's the instant coffee America has been waiting for! You make it right in the cup... exactly the strength you like best—just the amount you want.

And there's no pot to wash... no messy grounds to get rid of... and no waiting. It costs only about a penny a cup. Compare it for quality with any coffee made any way. Get your jar today!

Chase & Sanborn
Instant Coffee Product



MADE BY THE MAKERS OF FAMOUS CHASE & SANBORN COFFEE
Fine Coffee Merchants since 1864

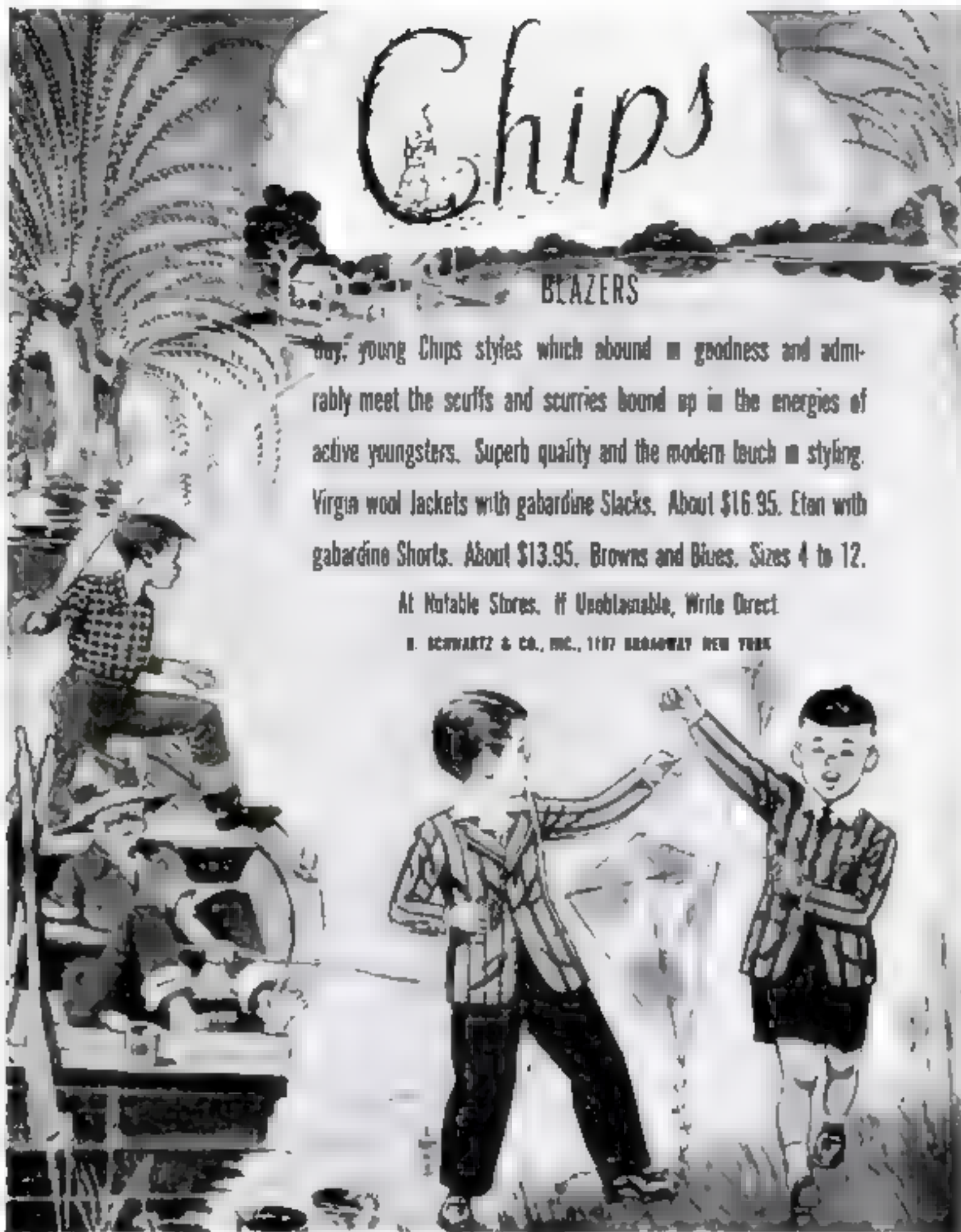


Chips

BLAZERS

Boy, young Chips styles which abound in goodness and admirably meet the scuffs and scurries bound up in the energies of active youngsters. Superb quality and the modern touch in styling. Virgin wool jackets with gabardine Slacks. About \$16.95. Eton with gabardine Shorts. About \$13.95. Browns and Blues. Sizes 4 to 12.

At Notable Stores. If Unobtainable, Write Direct
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The New... **LIFE BLOUSE**
AMERICA'S GREATEST BLOUSE VALUE!
Color and Shrinkage Guaranteed or Money Back!

FINE COMBED
MERCERIZED
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BEAUTY
BOUNDS
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DOUBLE
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DARTS
FOR
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FULL
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Washes Like
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Size 32 to 40
White, Blue, Pink
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No blouse made today approaches Laura Mae Life Blouse in dollar-for-dollar value! Examine the superb cotton broadcloth and the features of tailoring and fit. Then compare Laura Mae Life Blouse with others selling for \$3.00 and more! Yes, Laura Mae Life Blouse is America's greatest blouse value! 100% cotton shrinkage.

Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED RETURN

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or write to
M. Serman & Co.
1225 BROADWAY, NEW YORK 1, N. Y.




NOTORNIS, OR TAKAHE, HAS RED BEAK, GREEN TAIL

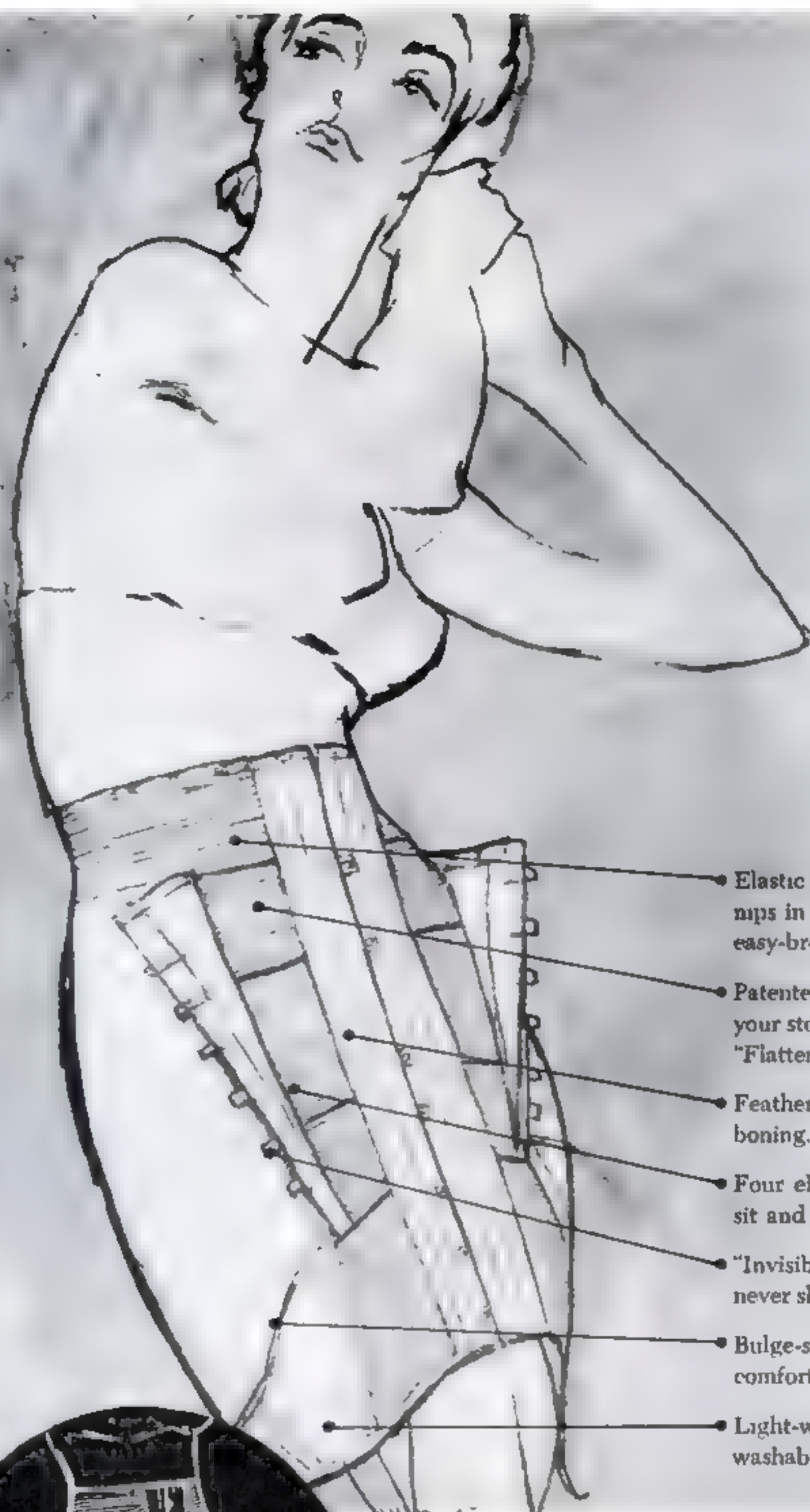
LONG-LOST BIRD

First Notornis in 50 years excites New Zealand

For 30 years a New Zealand physician named Dr. Geoffrey Orbell had wanted to find a *Notornis hochstetteri*, a goose-sized, blue-green bird that can run like a deer and has long been thought extinct. Only four known specimens of this New Zealand bird have ever been taken, the most recent in 1898. Last winter, after years of checking maps and talking to hunters, Orbell and two companions came upon Notornis tracks near a remote mountain lake. They trapped two of the strange birds in a net, tied them to stakes and took the first live Notornis pictures ever made (*below*). Then they let both the rare birds go again.



TIED TO A STAKE by mountain lake, the female Notornis has its picture taken. Its feet are unusually large, its beak is unusually strong. It cannot fly.



- Elastic waistband nips in your waist—allows easy-breathing comfort.
- Patented Inner Vest molds your stomach up and in—“Flattens that Bulge”.
- Feather-weight but effective boning.
- Four elastic insets—you can sit and walk comfortably.
- “Invisible” hooks for lacing never show through your dress.
- Bulge-smoothing, ever-fitting, comfort-giving front laces!
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YOU GET A FRESH FITTING EVERY DAY

Corsets and corselettes,
for every figure type—
available at leading stores.
Write for FREE pamphlet and
name of nearest store.
Dept. “L”, I. Newman and Sons, Inc.,
200 Madison Avenue, New York 16.

You do it yourself — in no time at all — by simply
lacing up the front laces on P. N. Practical Front.
Pull in — or let out — as much as you like whenever you like!
Treat yourself to perfect fit and constant comfort
with this *light-weight* girdle with the inner vest
that distributes extra flesh into smooth, smart contours.

P. N. PRACTICAL FRONT CORSET *by the makers of Panix Pantie Girdle*

In Canada: a Dominion Corset Creation



IN HIS OFFICE Henry Wallace reads the Havana papers to keep up with what goes on in his territory.

**The Happy Life
of a**

Cuban Correspondent

**Henry Wallace, weary of walking on a treadmill,
finds an easy, pleasant existence in the tropics**

PHOTOGRAPHS FOR LIFE BY LEONARD McCOMBE





IN THE HEAT OF THE DAY WALLACE TAKES HIS SIESTA IN A HAMMOCK ON HIS FRONT PORCH. MEANWHILE ESTRELLA DOES HER SEWING TO RADIO MUSIC

"The future kept holding a bale of hay in front of you, and you kept plodding after it, but you never got the hay."

Somewhere a few years ago in a book or a magazine a young Kentuckian named Henry Wallace (no relative of the Progressive party's Henry Wallace) found this quotation. Wallace was unhappy with the life which social pressure and middle-class economics forced him to lead—"fighting the climate, chained to a desk under the bleak eye of a boss, putting up with conventional small-town girls." He copied the quotation and put it in his wallet, where it remains. But today Henry is no longer unhappy. Three years ago he made a clean break with his

humdrum life—a break millions of other Americans secretly or openly long to make—and went to Havana, Cuba. Henry had saved a little money and he could speak Spanish, but generally he was no better equipped for his new venture than any young American might be today.

Wallace got a \$40-a-week job on the English-language *Havana Post*. Soon this led to half a dozen other jobs (pp. 110, 111), which together pay him about \$9,000 a year. Now 34 years old, Henry lives comfortably in a six-room modern apartment (rent \$60 a month), has a Ford car, a maid (salary: \$25 a month) and dines like a gourmet on rich Moorish crab. He drinks all the fine rum (30 years old, \$1.80 a bottle) he has a

mind to and works when he feels like it. Of the girls he knows he says, "First I send them to a dentist—they all have terrible teeth—and get them fixed up. Then they're mine for life. When they get boring, I send them to school. Soon they learn enough to think they're too good for me, and they go away without cutting my throat." Estrella Hormiga is already going to school.

Wallace no longer looks at the quotation in his wallet, except when he is searching for a peso to pay his bar bill. And he seldom thinks of the treadmill he once walked except when he sees the American *turistas*, weak and white, stumbling off the boat in Havana for a hectic vacation which they hope will prolong their lives.



PRESIDENT CARLOS PRÍO SOCARRAS holds a one-man press conference with Wallace, who will make shrewd use of it. First he will send out choice fragments to clients as news; later he will draw upon the remainder for background.



REVOLUTIONARY ERNESTO DE LA FE (standing) is described by Wallace as "not a Red, fascist or anarchist—he just doesn't like the government." He trusts Wallace (lower right) and sometimes lets him collect material at meetings.

Cuban Correspondent CONTINUED



IN A COFFEE SHOP in the old part of the city he stops to pick up gossip and drink some Cuban coffee, which is almost strong enough to dissolve a spoon.

He Has a Lot of Jobs

Henry Wallace is no Somerset Maugham character, falling apart in the tropics. He simply enjoys life and does his work with dispatch, so that it does not intrude on the primary business of living. He is press agent for the Nacional, Cuba's most luxurious tourist hotel. He is a photographer for the New York *Daily News*, the Associated Press and European Picture Service, as well as representative for the American Broadcasting Company and *Editor and Publisher*. He is a correspondent for *TIME*. He also runs his own picture agency, in which he now employs two assistants and which he hopes to build into such a good thing that he will not have to work at all.

Because many of his jobs overlap, Wallace makes one interview or roll of film serve the purpose of several. And because he is quick on his feet, he milks a local event for every penny it is worth. When "Satira" shot John Lester Mee on board a boat in Havana harbor (*LIFE*, May 5, 1947), newspaper editors in the U.S. were at first only mildly interested. But suddenly a bald little man, carrying his press card in his teeth while he took pictures with one hand and wrote cables with the other, went furiously to work. Overnight "exotic, sultry" Satira hit the headlines, and soon many picture agencies and periodicals were making out checks to the order of Henry Wallace.



COMMUNIST BLAS ROCA (center), secretary general of the Cuban party, is another way station when Wallace takes a political tour. Correspondent Wallace makes a point of getting on well with all his sources regardless of their politics.



BESIDE THE POOL at the Hotel Nacional, Wallace eats his lunch while the Cuban sun warms his bald head. ("It's hereditary," he says. "I started to lose my hair when I was only 18.") As publicity man for the hotel, Wallace collects

\$50 a month during the tourist season. However he gets year-round office space there (and consequently a fashionable address) for nothing and also has free use of a darkroom where he can develop and print pictures for his numerous clients.



AT THE AIRPORT Wallace covers the arrival in Cuba of Fulgencio Batista, former president now trying a comeback after several years of exile in Florida. Wallace is not the world's best photographer, but he has very little competition.



IN THE HAVANA SLUMS Wallace picks his way along beside an open sewer. Because he is always careful to express no disgust at what he sees, Cubans who live there accept him as a friend and often supply him with valuable news tips.



A LOWDOWN RHUMBA occupies Wallace at a nightelub called La Colonial, near the Havana waterfront. He is not really a good dancer, prefers to sit back watching others and drinking rum and water, which he says leaves no hangover.

He Gets Around

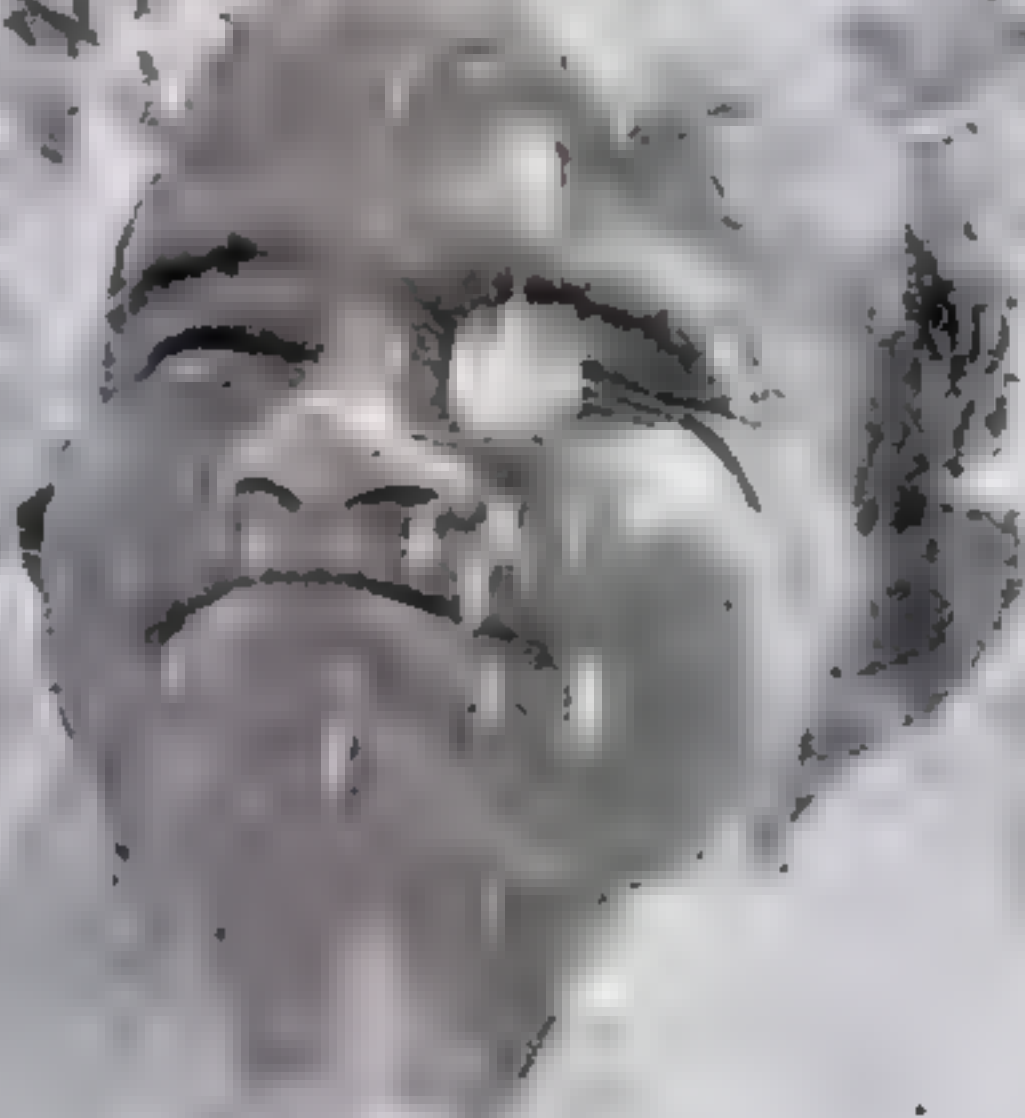
At night Wallace likes to wander through Havana stopping at dozens of nightclubs, alone or with his latest girl. He is widely and affectionately known, largely because he has taken the trouble to learn Spanish thoroughly and because he understands the Cubans. He is a soft touch—and knows it—for the poor but colorful people of the city, and he enjoys their company. But when he wants to he can travel in aristocratic circles, taking his ease on board a yacht or beneath the sparkling waterfall (right) of a fine swimming club in Havana's suburbs.



A FRIENDLY GESTURE by Estrella Hormiga removes some lipstick. Wallace is now paying her tuition at Havana's Gregg Academy, where Estrella is taking mathematics, English and shorthand in the hope of getting a secretarial job.

ON A FRIEND'S YACHT Henry (seated at left) takes off for a pleasant afternoon on the Caribbean.







Giant fractionating units like these cost over \$1,000,000 each—and they are only a part of the modern equipment needed to meet your future oil requirements.

How oil builds for your tomorrow

YOUR FUTURE SUPPLY OF OIL and gasoline is part of the present job of the petroleum industry. It *has* to be. The oil business must plan ahead. And today, millions of dollars of earnings are being “plowed back” into the business to provide the very latest equipment to make sure your oil requirements will be met in the future just as they are today.

In 1948, more than \$500,000,000 in earnings and credit was invested to enlarge and to improve productivity of American refineries—only part of the oil industry’s over-all expansion program.

As you and your neighbors use more and more oil and gasoline—and you are now using more than ever before—oil refiners are in constant competition with rivals to supply better—more efficient—petroleum products in every field.

New developments in gasolines, lubricants, heating fuels, plastics, insecticides, paints, medicines, cosmetics, synthetic rubber and hundreds of other products are the direct results of this effort.

In every branch of the oil industry—refining, producing, transportation, marketing and research—competition forces constant planning and building for tomorrow. 34,000 oil companies contribute to the progress that has marked the oil business for ninety years... the progress which continues to give greater comfort, better living and more convenience to you.

Oil Industry Information Committee

670 Fifth Avenue • New York 19, N. Y.

OIL BUILDS FOR AMERICA'S FUTURE

WHY ARE THESE STOCKS WORTH SO LITTLE?

	Recent Price Per Share	Working Capital Per Share	Net Assets Per Share	In 1948 Each Share Earned	In 1948 Each Share Paid in Dividends
BIGELOW-SANFORD	29½	\$30.97	\$47.24	\$8.11	\$2.70J
BLISS (E.W.)	11¼	14.05	20.54	3.50E	1.00J
CINCINNATI MILLING	22	30.88	41.98	2.70P	1.40
DOUGLAS AIRCRAFT	58¼	91.30	124.34	5.00E	5.00
FOSTER WHEELER	25¾	33.26	56.55	11.95	1.00
LEE RUBBER & TIRE	42	53.95	72.86	7.87	3.50
LIMA-HAMILTON	10¼	12.49	15.46	2.18	.63
MONTGOMERY WARD	56⅞	56.67	65.74	10.75E	3.00
N. Y. SHIPBUILDING	17¼	27.58	36.85	1.94	1.50
PULLMAN	34⅞	47.02	58.76	3.00E	2.00

E—Estimated J—Adjusted for stock split P—Preliminary

THE 10 STOCKS listed here, like many other sound and reputable securities, are selling for less than they are worth. A dollar invested in any of them would buy much more than a dollar's worth of their net assets. This means that if one of these companies suddenly went out of business, gave away its plant and equipment and paid off all its debts, it would still have enough working capital (cash, inventories, receivables, etc.)

to pay its stockholders more per share than the market price. The reason for companies being "worth more dead than alive" is the old law of supply and demand: the stock market's former customers no longer have money to invest, newly prosperous workers and farmers would rather bank their money than buy stocks. Hence there aren't enough customers to create demand for stocks even at bargain rates.

THE STRANGE STATE OF THE MARKET

Stocks today are selling at cut rates, and brokers wear a hungry look. Not millionaire plungers (extinct) but thrifty workers and farmers are the customers they hope to sell

by WILLIAM MILLER

THERE be three things which are too wonderful for me," wrote the prophet, "yea, four which I know not: the way of an eagle in the air, the way of a serpent upon a rock, the way of a ship in the midst of the sea, and the way of a man with a maid." In those days the wise old man of Proverbs had not heard about the stock market. But it, too, surpasses understanding.

In the fall of 1947 the stock of Curtiss-Wright Corp. was selling for \$5 a share. At that price it was theoretically possible to buy control of the company for \$22 million. Yet Curtiss-Wright had more than \$100 million in cash—profits earned from the war—lying in its till. This moved Wall Street Analyst Thomas W. Phelps of Francis I. du Pont & Co. to suggest, half jokingly, that someone buy it up, pay himself a \$60 million dividend—and still have all the plants and tools with which those profits were made after paying all debts.

Nobody did so. But a group of men did begin accumulating Curtiss-Wright stock—enough to vote a sizable block at the next directors' meeting. And they raised such a fuss that the company decided to pay a \$2 dividend—or 40% for anyone who bought it at \$5. But the action sent the stock soaring, in furious trading, to a high of \$12.50.

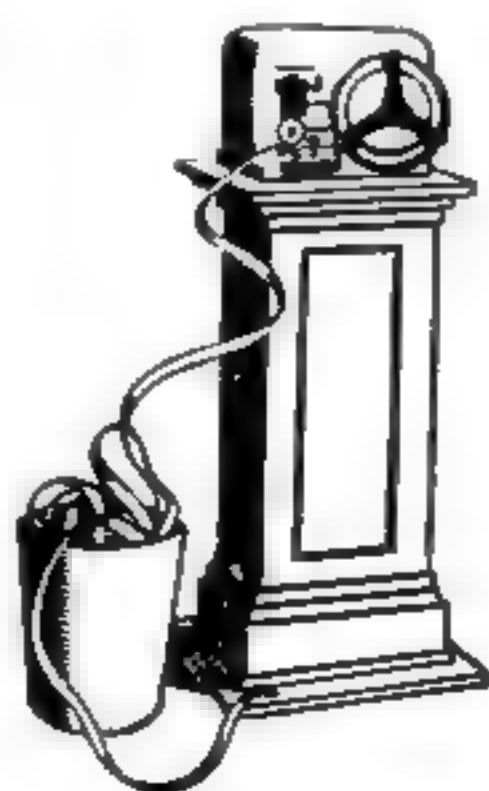
The story of Curtiss-Wright is merely one example of the weird things that happen when the stock market offers U.S. companies for sale at less than the cash in their till. New Hampshire's righteous old (68) Republican Senator Charles W. Tobey has just brought to light a case where a group of shrewd men did exactly the sort of thing that Analyst Phelps had suggested.

Last July one of Royal W. Little's Textron Inc. foundations (which share ownership of his \$60 million textile empire), was able to buy for \$6.8 million all of the stock of Cleveland Pneumatic Tool Co. After the trust bought the stock it paid itself \$5.7 million in dividends, virtually the entire purchase price. Yet they still owned all the bricks, mortar, tools and other property of a going concern.

This sort of thing recently prompted one Wall Street broker to crack: "Nowadays companies are worth more dead than alive."

One could give many other examples. But for illustration the 10 companies listed in the table above will suffice. All have been paying good dividends, anywhere from 3.8% to 9.1% at their current market prices, yet all are selling for less than their working capital on hand without any consideration of the immense value of their physical property.

Stocks that sell at so big a discount may well be risky; the



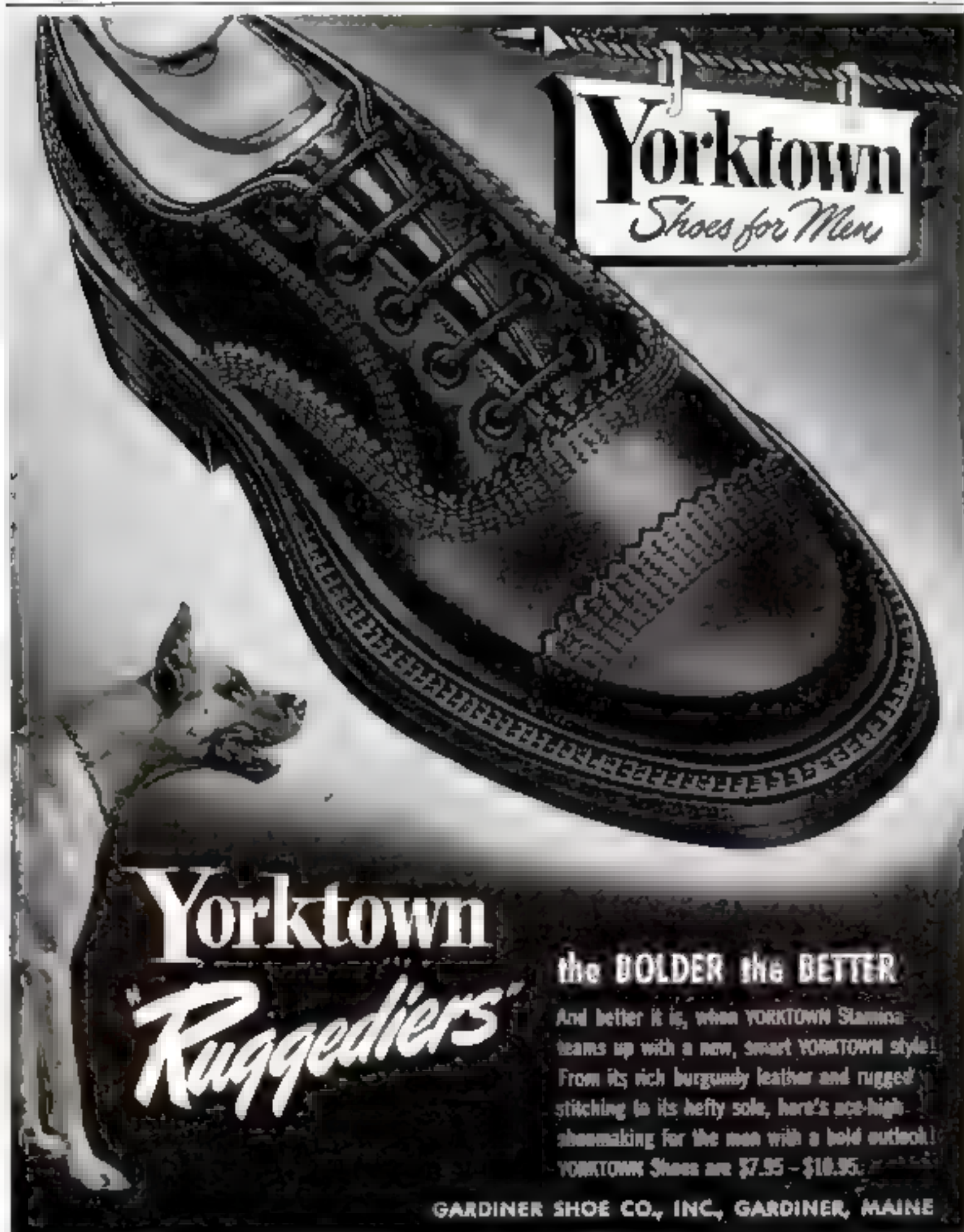


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Up a tree for an entertainment idea? Be smart... make friends with Guild California Sherry, the perfect all-purpose wine. Serve it before dinner, after dinner, any time!

Over twenty distinctive Guild Wines are made and bottled in California by Wine Growers Guild, Lodi... a group of 600 grower-vintner specialists.



Yorktown
Shoes for Men

Yorktown
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the BOLDER the BETTER

And better it is, when YORKTOWN Stamina teams up with a new, smart YORKTOWN style! From its rich burgundy leather and rugged stitching to its hefty sole, here's ace-high shoemaking for the man with a bold outlook! YORKTOWN Shoes are \$7.95 - \$18.95.

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FIRST COLONY CORPORATION
Underwriters and Distributors of Investment Securities
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"amazing!"

SALE!

Priced far below the
original wholesale cost!

Pre-inventory sale! Up to 60%
off original prices

on REMOVALS UP TO 50%

STOCK BARGAINS, advertised in the department store manner, brought some 4,000 answers to Manhattan's First Colony Corp., security underwriters.

STATE OF THE MARKET CONTINUED

discount itself reflects a disbelief that such profits can continue. Yet the paradox is by no means confined to highly speculative "feast or famine" companies. Such blue chips as the 50 industrial stocks making up the Standard & Poor's averages are also selling at only 6½ times their earnings, the lowest in 31 years. The Wheeling Steel Corp., which last year earned \$23 a share, is selling for less than twice that (around \$44).

All this is a little like a man offering to sell a \$10 bill for \$5—and finding no takers. Plainly it indicates that the U.S. stock market is gravely ailing. So it is, and the fact is no secret. It has long been known to Wall Street brokers. These men, who once looked upon themselves as something of an elite, have in late years become more of a *lumpen proletariat*. Business has been so bad that some unlisted brokers have taken part-time jobs elsewhere. Although brokers, as a group, have always assumed themselves to be rather shrewd and knowing fellows, the suspicion has only recently begun to dawn on them that they have been trying to sell stocks to the wrong people.

New wealth for investments

TRADITIONALLY brokers have expected to do their biggest business with the \$10,000-a-year-plus, executive-professional type of man. But the fact is that in the 15 years of the New Deal, high taxes and intensive organization of labor, a radical shift has taken place in the income of U.S. citizens. High taxes have hacked away at the savings of the upper group. At the same time there has been a tremendous up-grading of the middle- and lower-income groups. In 1929, a year in which the U.S. stock market saw the greatest activity and highest stock prices in its history, less than one percent of U.S. citizens earned more than \$6,000 a year—but there were 500 millionaires. By 1946 the number of Americans earning a million dollars a year had dwindled to 94, and the number earning \$6,000 or more had risen to 4.2%. The national income itself has risen from \$104 billion in 1929 to \$254 billion last year.

Obviously the American with money to spend on automobiles, refrigerators, stocks or anything else is now more apt to be a member of this huge, newly prosperous class than a corporation executive or doctor-lawyer-merchant chief. Obviously, also, if U.S. indus-

CONTINUED ON PAGE 111



**"NICE" GIRLS DON'T
DO SUCH THINGS!...**
-but She did!

The warm, wonderful, completely
delightful adventures of a lively Miss
... whose *very* modern ideas simply
made even her boy-friend wonder
whether she was woman,
witch, or what!

Robert Young
Shirley Temple • John Agar

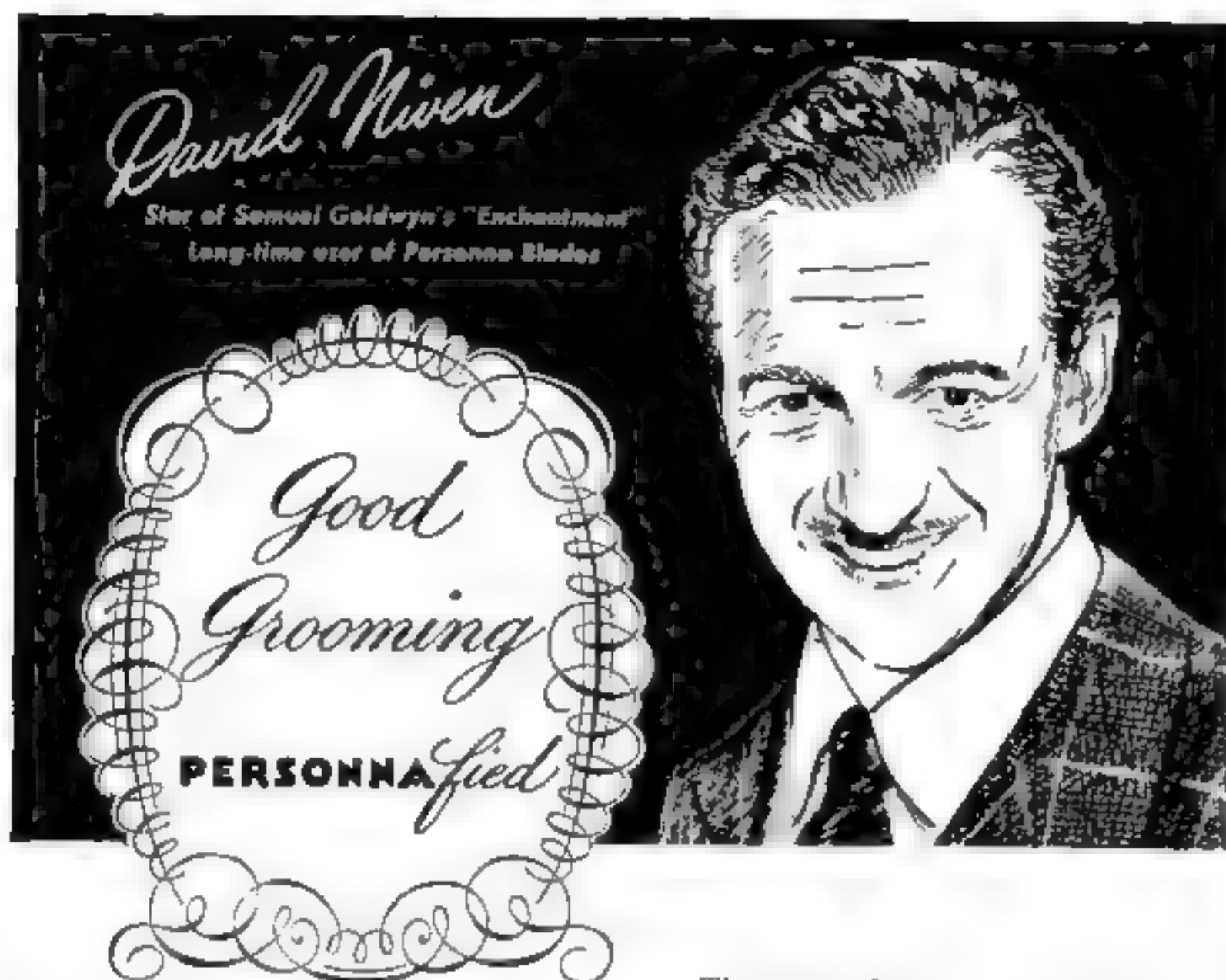
Adventure in Baltimore

A DORE SCHARY Presentation

Produced by Richard H. Berger • Directed by Richard Wallace • Screenplay by Lionel Houser

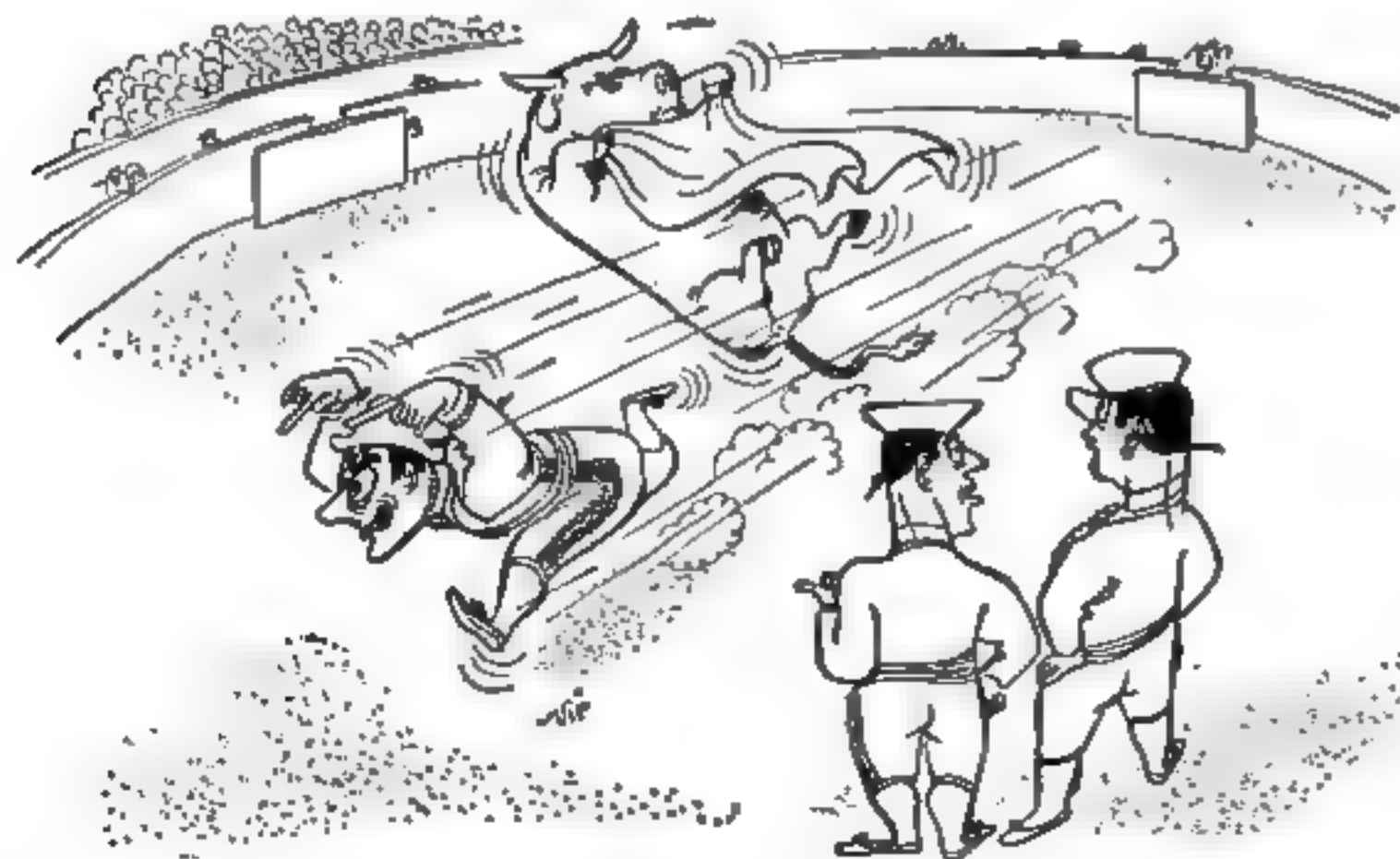


Oh, the things
they said... about
the things she did!



The man who appreciates the importance of good grooming is the man who will appreciate the consistent smoothness and luxury of every Personna shave. Personna Blades are not for everybody . . . just for the man who values his face. Try Personnas today!

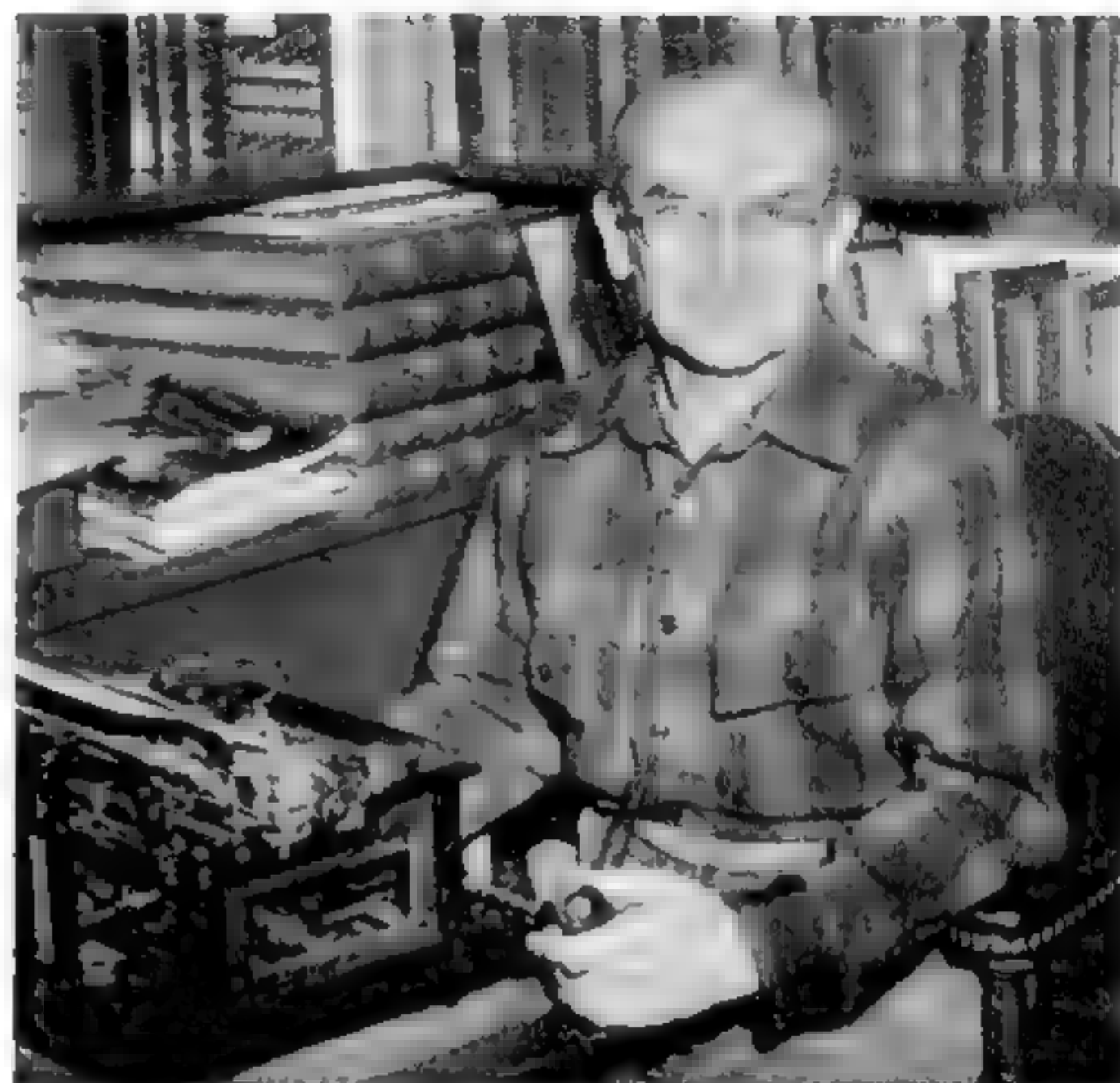
PERSONNA
Precision Blades
fine as a rare jewel



"The bull does the ducking . . . Wheaties, you know."

Many surprising feats by Wheaties champions. Bob Lemon switched from outfield to pitching . . . won 20 games for Cleveland Indians in '48! Been eating

Wheaties 13 years. Nourishing flakes of 100% whole wheat. Second-helping good. With milk, fruit, famous training dish. Wheaties, "Breakfast of Champions"!



TRADER Humphrey B. Neill, now retired, formulated the theory of "Contrary Opinion" explaining how speculators profit by bucking majority trends.

STATE OF THE MARKET CONTINUED

try is to find the risk capital necessary for its continued operation and growth, it must find it in the savings of the \$100-a-week miner, the \$90-a-week electrician, the \$70-a-week truck driver, the \$65-a-week auto worker and that newest of U.S. aristocrats, the farmer.

But the new owners of U.S. wealth have been singularly chary of reinvesting it in the financial sinews of the corporations that produced it. The New York Stock Exchange's own records speak for themselves. In 1929 stock transactions ran as high as 16.4 million shares daily, and for the full year 1.12 billion shares, representing a value estimated at \$82 billion, changed hands. But in 1948, the year of the greatest prosperity the U.S. has ever seen, the biggest daily volume was 3.8 million shares and the whole year saw the turnover of only 394 million, worth but \$10.9 billion—while the Exchange itself went \$435,000 into the red.

Exchange President Emil Schram has finally decided to do something about this. This year he got his board of governors to authorize the spending of \$500,000 on a series of advertisements in an effort to interest the butcher, the hay shaker and the C.I.O. automobile-maker in owning stocks. In Cleveland last week Broker Frank Morrow went a step further. He took ads in two labor newspapers, the *Citizen* (A.F. of L.) and *Union Leader* (C.I.O.) to announce that he would stay open nights to handle their business. And, as if to give a fortuitous fillip to such salesmanship, the probate of an estate in Providence at the same time turned up the fact that a 72-year-old mill hand, one Albion Allen, had piled up \$848,000 from stocks bought entirely from his wages.

This was an excellent example of the ultimate reward available to the type of investor whom Mr. Schram and the brokers were trying to attract. It also illustrated one reason why their campaign should succeed. But aside from that there is also the fact that the more people in the U.S. own a stake in its corporate enterprises, the more they will want business to flourish and prosper—which is what business would like to do.

Winning the small investor

THE nation's largest stock-brokerage firm, Merrill Lynch, Pierce, Fenner & Beane (sometimes called "All This and Fenner, Too"), had already demonstrated that an aggressive campaign to win the small investor could pay off in results. Last year, through its 98 branch offices all over the U.S., Merrill Lynch spent a total of \$1,573,000 in such promotion, saw its profits rise to \$1,704,000, nearly triple the 1947 figure. Thus encouraged, Merrill Lynch's San Francisco office recently opened a free class where women could learn the facts of investment. When 1,000 eager matrons turned up the firm considered trying the same idea in other cities.

But every individual who considers investing his savings in stocks should undertake to learn a few of the simpler facts of life about the stock market itself. It is doubtful if there is any field of equal impor-

CONTINUED ON PAGE 120



*Roses on your table
every day of the year!*

a romantic new pattern

Moss Rose

Set romance on your table... every day of the year... with enchanting Moss Rose, newest pattern in famous King Edward Silverplate. Each lovely piece is richly and delicately modelled... exquisitely proportioned... faultlessly balanced and finished.

The most frequently used spoons and forks have an extra overlay of pure silver at the point of greatest wear. King Edward's Unlimited Service Guarantee is your assurance of enduring beauty and service.

And always remember that King Edward Silverplate is unusually low in price. Complete services for 6, 8 and 12 in deluxe chests from \$26.95. At all fine stores.

King Edward  **Silverplate**
EXQUISITE

NATIONAL SILVER COMPANY NEW YORK • LOS ANGELES • MIAMI





CANDIES

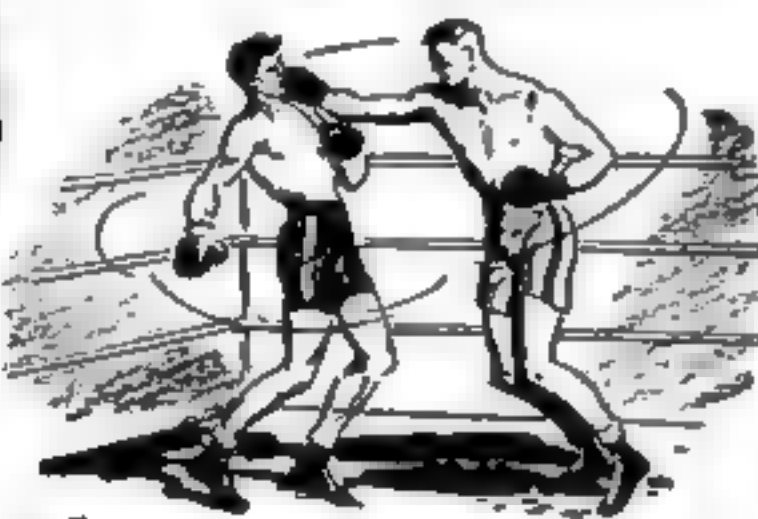
They taste good because they ARE good...flavorsome confections with the quality and purity that have made HEIDE the dependable candy "buy-word" for eighty years.



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New and Wonderful! ... by BENEX Brushless



TAKES FIGHT OUT OF TOUGH WHISKERS!

PATENTED "WETTING AGENT" IN NEW BENEX SOAKS ANY BEARD SOFTER—ACTUALLY MAKES BEARD $\frac{1}{3}$ WATER!—SO RAZOR WHIZZES THROUGH!

NEW BENEX WINS!

IN ACTUAL SHAVING TESTS BY HUNDREDS OF MEN, BENEX WON OVER EACH LEADING BRAND TESTED—FOR SMOOTHER, EASIER SHAVES!

At drug counters... or try sample...

FREE! Fill in and mail for free trial size tube.

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EXTRA COMFORT!
AFTER-SHAVING ACTION
LEAVES SKIN FEELING FINE!

EASY ON—
EASY OFF—DOES
NOT CLOG RAZOR

GET BRISTOL-MYERS' BRUSHLESS WONDER TODAY!



BERNARD BARUCH is one of few to keep a fortune made on the market.



JOHN J. RASKOB rose from a stenographer to be a top financial figure.

STATE OF THE MARKET CONTINUED

tance to the average American where popular ignorance is so deep or widespread. Unfortunately there are people who, sober and sagacious in their normal activities, will toss hard-earned money into the stock market with all the careless abandon of a cowhand on a toot—and sit back confidently expecting it to double itself overnight.

Almost invariably they lose their shirts. For the vast majority of people the hope of ever making a "quick killing" in Wall Street is an illusion and a dangerous one. The tax laws alone heavily penalize any gains made on a stock held less than six months. And if one jumps in and out of stocks, the brokers' commissions, now higher than ever before, eat away at his capital—for example, a person who buys 100 shares of stock at \$21 and sells them for \$21.25 will actually take a net loss of \$20 on the deal, after commissions and transfer taxes.

But the greatest of all barriers to quick killings is the law of averages. Such profits are not like those from the solid, year-by-year growth of a company whose value increases with its prosperity; they represent, rather, a gambler's attempt to capitalize on the ups and downs of the stock market's day-by-day fluctuations. In this form of gambling, as in poker, no one can profit except at someone else's expense. Since only a very few great fortunes are ever made (and fewer kept) from speculating, they have to be composed of an infinite number of small, individual losses. In order that a few may profit at all, the majority must lose.

Theory of "Contrary Opinion"

THE logic of this is obvious. If only a limited few can make money in stock-market gambling, they can do it only by doing the exact opposite of what the majority (the losers) are doing at the time. As one successful speculator once put it, "I merely do what other people want me to do. When they clamor for buyers, I accommodate them by buying. When they are anxious to buy stocks at high prices I agreeably sell them my own."

This penchant of the crowd for guessing wrong was long ago noticed by a sharp-eyed Wall Street trader named Humphrey B. Neill, who formulated it into his theory of "Contrary Opinion." Neill, now comfortably retired on his profits, only occasionally discusses the market in a column ("The Ruminator") which he writes for the Bellows Falls (Vt.) Times. But in May 1947, when businessmen were scaring one another with talk of a recession and stocks kept

CONTINUED ON PAGE 121



MICHAEL J. MEEHAN made and lost fortunes, was ousted by the SEC.



ROBERT R. YOUNG, once a market analyst, is now a railroad tycoon.

There's nothing like it... *absolutely nothing*

Your favorite partner, two plates of delicious tid-bits...
add foaming, bubbling Budweiser and you have the
finest sip-and-nibble combination ever known.

Each brilliant glassful spells taste appeal
and eye appeal unmatched by any other beer.

Live life, every golden minute of it.

Enjoy Budweiser, every
golden drop of it.

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*Preferred everywhere because of its
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longer ageing and natural carbonation.*



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IS **HOSPITAL-QUALITY**
ADHESIVE TAPE

You'll discover that all the things you want a tape to do—CURITY does! *It sticks instantly, it stays on, it's waterproofed, it's easier on your skin.* It is pure white in color. It's hospital quality, but costs you no more than ordinary tapes!

Ask your druggist for CURITY WET-PRUF... the *hospital-quality* adhesive tape! Available in all convenient sizes.

Curity

Gauze Bandages • Adhesive Tape
Hand-Tape • Absorbent Cotton
Cotton Picker • Meshes

Curity

• **STICKS**

Instantly—stays on. No curling at ends or corners!

• **WATERPROOFED**

—wash it time and again, it holds!

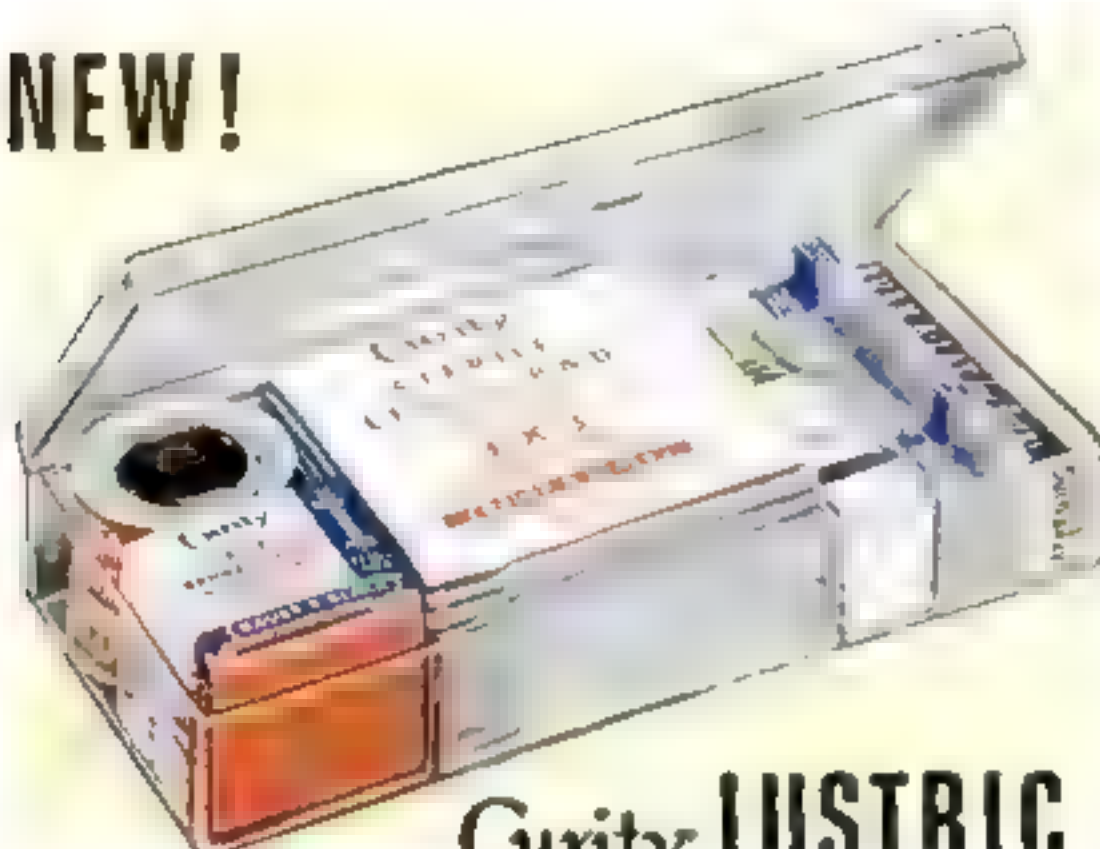
• **EASIER ON THE SKIN**

—proved by over 15,000 tests on human beings!

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—used by hospitals and doctors throughout the nation!

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Curity LUSTRIC
the **FIRST PLASTIC FIRST-AID KIT**

Smart protection... having CURITY LUSTRIC First-Aid Kit on hand before an emergency. Smart looking... a new idea, in transparent, clear plastic. Just a look shows what you need to replace. Perfect for gifts, CURITY LUSTRIC is ideal for home, office, garage, car, schools.

Only \$1.50

IT'S REFILLABLE

with CURITY First-Aid supplies at your drugstore

IT'S RE-USABLE

for fishing flies, sewing supplies, jewelry, buttons, cosmetics, cutters, odds and ends

Over Half a Century
of Adhesive Tape
Leadership



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BAUER & BLACK

Division of The Kendall Company, 2500 S. Dearborn St., Chicago 16

STATE OF THE MARKET CONTINUED

going down, Ruminator Neill wrote, "Inasmuch as this writer never recalls a time when the opinions of both professional forecasters and the public have been right when they have been in agreement, this would appear to be another instance where it would be unwise to join mass opinion. . . ." A few days after Neill wrote this, the market, which had looked so hopeless to everybody, began a 23-point rise.

One of Neill's long-time admirers, Garfield A. Drew of Boston's United Investment Counsel, has tried to formulate the theory of contrary opinion more exactly. Since most of the "public" (as opposed to "professional") speculators trade in odd lots (less than 100 shares), Drew figured that the preponderance of odd-lot buying over selling, or vice versa, at any given time would be a pretty accurate reflection of the public's state of mind. The odd-lot trading figures are reported daily by the SEC and Drew has compiled them into an "odd-lots index" which he claims confirms the public's tendency to move with a stubborn, herdlike persistence in the wrong direction.

The amateur speculator has still another disadvantage. Either because he does not understand it, is afraid of it or else vaguely regards it as somehow immoral, he seldom sells the market "short" (i.e., sells a stock he does not own in the expectation of buying it at a cheaper price later on, thus "covering" his earlier short sale). But Drew's index indicates that even the limited number of public speculators who do sell short do so at the wrong time. He finds the odd-lot short sales reaching their maximum just when the market itself is at the bottom and about to turn up.

These facts, which Neill and Drew have formalized into theories, have always been known, instinctively, to successful speculators. Such men have always made it a habit to try to move in the opposite direction from the crowd. It is no accident that Bernard M. Baruch, one of the few speculators ever to keep a fortune made in speculating, made his first million by going short when nearly everyone else was bullish. Nor is it an accident that he is fond of reading something called *Extraordinary Popular Delusions and the Madness of Crowds*—one outstanding example of which was the tulipomania which swept Holland in 1634, when speculators bid up the price of quite ordinary tulip bulbs to \$1,000 each.

The radio pool

TIME was when the speculating public's herd instincts were played upon quite cynically. That was in the heyday of Wall Street's era of wonderful nonsense, in the days before a midget sat on J. P. Morgan's knee, before proud, imperious Stock Exchange President Richard Whitney went to Sing Sing—and before the Securities and Exchange Commission, believing that "it takes a snoop to catch a jiggle," set an oldtime pool manipulator to watching the tape for any suspicious flurries. But the memory of the madness lingers; thousands still remember the fantastic pool in radio (RCA) stock, managed by the late, dextrous Michael J. Meehan.

Mike Meehan's branch brokerage office at 230 Park Avenue (the New York Central Building, then as now a beehive of huge corporations) was perhaps the archsymbol of those fabulous days, when margins were 20% (today they are 75%), and a man might double his money overnight, only to jump out of a window later. Mr. Meehan's office boasted not only barber chairs but private shower baths for his potent customers. Two of the most potent of all, Pierre S. du Pont and John J. Raskob, had an adjoining office. There Du Pont and Raskob kept a full-time analyst, an anonymous little gnome of a man named Robert R. Young, hunched all day long over his charts. (They failed to take his advice to go short in September 1929. Young did so, began the acquisitions which led to his control of the former Van Sweringen railroad empire.)

On the floor of the Stock Exchange, Mike Meehan was the "specialist" in radio—the man who kept the books on unfilled orders for buying and selling and thus knew what demand would turn up at any price level. In March 1929, when Meehan organized a pool in radio, he invited Raskob, W. C. Durant, Walter P. Chrysler and others to participate. Among them they bought and sold the stock, drove radio (which had never paid a dividend) up from 74 to 92, a gain of 18 points in six days and, as the public jumped in after it in bigger and bigger droves, they unloaded ("pulled the plug," as it was called), sold the stock short and rode it down again to 74. The pool cleaned up \$4,924,078 profits, not counting the \$500,000 more which Meehan's firm made in commissions.

Under the vigilance of the SEC, and the strict rules of the Stock Exchange's own housecleaning, that sort of thing is virtually impossible today. The occasional scandal that shakes Wall Street nowadays is usually outside of the Exchange. For example, there

America's best-known family of timekeepers bears the name WESTCLOX



BABY BEN, smart little brother of Big Ben, has a quiet tick and adjustable two-voice alarm. In

your choice of black or ivory finish, he's \$4.75—or, with luminous dial, one dollar more.



POCKET BEN is famous for truth-telling and ruggedness. He's \$2.95—with luminous dial you can read day and night, a dollar more.



SCOTTY POCKET WATCH has the sturdy dependability for which Westclox are famous. Thin and smartly designed, yet only \$2.50.



LA SALLE WRIST WATCH, handsomely styled, sturdily built, is \$5.95—or with easy-to-read luminous dial for 24-hour duty, a dollar more.



LANCE WRIST WATCH, finest in Westclox history. Outstandingly beautiful and dependable, with 10 k. rolled gold plate front and stainless steel back.—\$11.95.

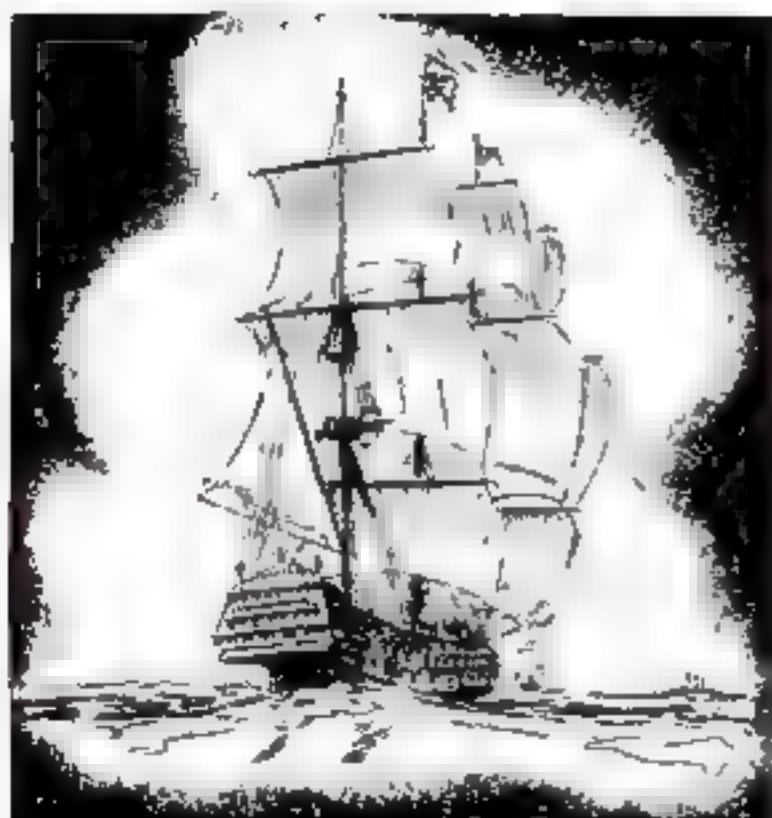
Prices quoted do not include tax and are subject to change. *Reg. U. S. Pat. Off

WESTCLOX*

MADE BY THE MAKERS OF BIG BEN®
Products of GENERAL TIME Instruments Corp.

WESTCLOX, LA SALLE - PERU, ILLINOIS; IN CANADA, WESTERN CLOCK CO., LTD., PETERBOROUGH, ONTARIO

CONTINUED ON NEXT PAGE



The Ebb and Flow

of Two Centuries have changed many things—But one thing has not changed: A gentleman's delight in the Blended Scotch Whisky Of the WHITE HORSE CELLAR!

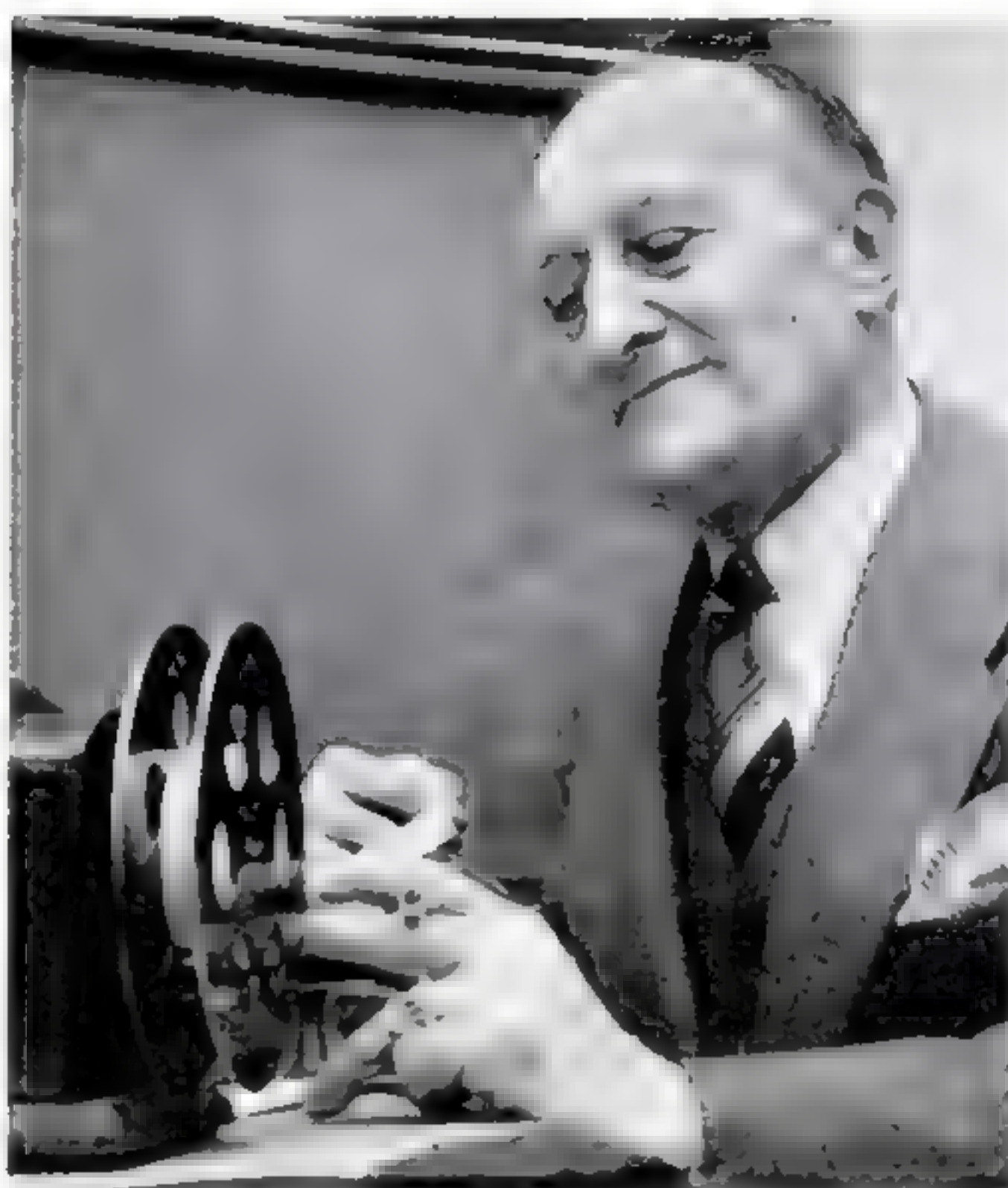


In the Twentieth Century As in the Eighteenth The choice of those Who know fine whiskies is—



WHITE HORSE
BLENDED
SCOTCH WHISKY

86 8 Proof. Brown-Vintners Co., Inc.
New York, N. Y. Sole Distributors



WATCHING TICKER TAPE, "snooper" Otto Stieber reports any abnormal fluctuations to SEC as safeguard against illegal rigging of the market. An oldtime speculator from pre-S&C days, he was hired for his speculator's eye.

STATE OF THE MARKET CONTINUED

was Gus Fusaro, a Wall Street elevator operator whose neighbors thought he was a broker and who lost \$247,000 of the money which they had foolishly entrusted to him (at one time Fusaro was \$50,000 ahead). Another scandal centered on Frederick N. Goldsmith, an amazingly accurate forecaster, who was discovered to be getting his tips from the spirit world and the *Bringing Up Father* comic strip (a court made him quit). But for all its new codes of conduct, the market is still a place where a fool can lose his money as quickly as anywhere else. It is also a place where a prudent man has a good chance of safeguarding and multiplying his. The difference depends upon the approach.

It is an unfortunate fact that many small investors never get interested in stocks until they are already in the last stages of a bull market—and then they rush in with a frenzy akin to Holland's tulipomania. When stocks are genuinely cheap, as at the Depression bottom of 1932 and the early war months of 1942, and as some think they are now, few people are interested in buying them. The average speculator unloads, forgetting that prices have already discounted much of the worst that can happen. At such points a few astute men begin picking up the oversold bargains—and as the floating supply diminishes, the price rises. When it gets still higher, those who sold unwisely come rushing back to bid them up still more. Everything goes shooting up and quite preposterous things happen. In the 1942-46 bull market, for instance, Imperial Russian bonds, which haven't been worth a kopeck since the revolution, shot up from a "value" of 25¢ to \$22. It was thus theoretically possible to make an 8,700% profit on something that was then, and still is, worthless.

The lure of profits

ANOTHER variation of speculative extremes concerned Tri-Continental Corp.'s stock option warrant. These warrants, traded on the New York Curb Exchange, represent the right to buy, for each warrant, 1.22 shares of Tri-Continental Common at \$18.46 a share. Since the common has never sold higher than 12 5/8 since 1930, the warrants would seem to be without any discoverable value. Yet they rose in the last bull market from 3¢ to \$5.63, an appreciation of 17,100%. They not only usually move with the market but usually outrun it, whether up or down—a fact that makes them a favorite with speculators.

The prospect of such fantastic profits lures many an unwary citi-

CONTINUED ON PAGE 128

THROAT RAW FROM A COLD?

Remember

"More people rely on
LUDE'S
than any other
COUGH DROPS"

Medicated for

SANDPAPER THROAT

LUDE'S
MENTHOL
COUGH DROPS



5¢

LONG
DISTANCE

MOVING

OVER
500 AGENTS

See
classified
phone
book
for agent
near you.

Call us for quick, dependable moving to any part of the nation! Trained personnel. Modern vans. Warehouses in key cities. Get our estimate on packing, moving and storage.

North American

VAN LINES, Inc.

General Offices: FORT WAYNE, IND.

An Amazing Offer by

HOLIDAY

Pipe Mixture

The pipe that every smoker wants—DANA, the modern pipe, with brightly polished aluminum shank and genuine imported briar bowl.

Only
50¢

with inside wrappers from 12 pocket tin of HOLIDAY PIPE MIXTURE



Save 12 HOLIDAY wrappers! Get your DANA PIPE! Send to HOLIDAY, Dept. B-1, Richmond, Virginia Offer Limited to USA—Expires May 31, 1949

An Adventure in Good Smoking

flower-fresh... just wonderful! for golden-crust donuts at their best



always pick
mayflower
FRESH
DONUTS

MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS
Enjoy them at Mayflower Shops, coast-to-coast

'GLASS WAX' HERE TO SPEED CLEAN-UP TIME



SOME PEOPLE EVEN PUT IT ON STORM WINDOWS IN SPRING—WIPE IT OFF IN FALL

20¢ Saving and Variety of Uses for "Glass Wax" Make Quart Size Popular

Sold Everywhere
"GLASS WAX" is available coast to coast at these stores:
Grocery
Drug
Variety
Hardware
Department

With new uses for "GLASS WAX" discovered almost daily, more women are buying this incredible cleaner by the quart. Homemakers find that this big pink quart can gives them added convenience plus a saving of 20¢. Buying the quart size of "GLASS WAX" assures having a more

adequate supply on hand for the hundreds of cleaning jobs "GLASS WAX" simplifies. Moreover, its versatility eliminates the need of carrying about or storing a variety of household cleansers—each for a separate job.

Hard Jobs Made Easy

An example of the wonderful ways that "GLASS WAX" saves time and work has been reported by several users. When storm windows are removed in spring, they are coated with "GLASS WAX," then stored for the summer. In Fall, it's necessary only to wipe the "GLASS WAX" off, and the shining clean window is ready to be installed again!

Metal venetian blinds—always a chore to clean—can be made immaculate in a few minutes by wiping "GLASS WAX" on the soiled slats, then off.

Most deep-rooted stains on porcelain and tile quickly vanish without hard rubbing or scarring abrasives, cleaned this same easy way. Old, discolored brass and copper lose their tarnish, regain original beauty with minimum effort, too.

Amazing Gold Seal Cleaner Wipes Away Winter's Grime

Restores Brilliance to Windows, Metal, Porcelain, Tile

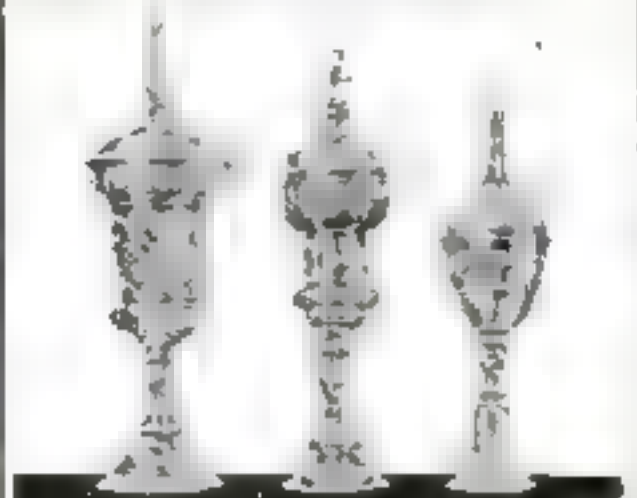
Homemakers across the nation are finding cheer in the news that "GLASS WAX" cuts hours of wearisome labor from spring housecleaning. For this sensational pink chemical pitches in from top to bottom of the house, erasing soot and smoke film, rain and mud splatters, all the winter's accumulation of dirt from glass and metal.

"GLASS WAX" offers the quickest, easiest way to bring lustre to windows, mirrors, kitchen and bathroom fixtures, and other furnishings throughout the house. Just wipe "GLASS WAX" on, wipe off... chemicals whisk grime and stain away.

"GLASS WAX" goes right on working for weeks after, guarding the glistening, immaculate finish from future soil and amudge, with its crystal-clear protective film.

Priceless Silver Cup Collection Cleaned with "GLASS WAX"

The country's most valuable collection of historic silver drinking vessels is cleaned exclusively with "GLASS WAX," according to its owner, Mr. Francis E. Fowler, Jr. He reports that "GLASS WAX" gives the most brilliant and longest-lasting lustre, with the least effort.



400-YEAR-OLD SILVER CUPS

Most important, of course, is the assurance that "GLASS WAX" brings, to any user, of absolute safety from scratching or pitting the most cherished plate or sterling.



Arthur Godfrey Says:

"No Joke How Fast 'GLASS WAX' Cleans"

"Here's a shining example of what 'GLASS WAX' will do for porcelain," says Arthur Godfrey, star of the Gold Seal Show, sponsored daily over 165 CBS stations by the makers of "GLASS WAX."

The popular humorist lauds the pink chemical for its unheard of speed and ease in making refrigerator, ranges, and bathroom fixtures gleam like new. All Godfrey has to do is "wi-l-ipe it on—wi-l-ipe it off." No water, no scrubbing... chemicals take the place of muscles.

Invisible Film Protects

Godfrey hastens to praise the crystal-clear protective film that "GLASS WAX" leaves to preserve the glistening white beauty of porcelain, tile, and enamel. Not only does the invisible coating seal out dirt, but it makes future cleaning easier.

Be sure to listen to Arthur Godfrey every weekday over your CBS station. Broadcast at:
10:30 AM EST 8:30 AM MST
9:30 AM CST 3:00 PM PST

Sparing Use Means Economy, No Dust

Experienced "GLASS WAX" users are slated to discover that so little of this cleaning marvel does so much. Not only does sparing use increase the economy of using "GLASS WAX," but after-dust... the result of too thick a coating... is also eliminated.

A handy tip to avoid dripping when pouring—hold "GLASS WAX" can with spout at top, rather than at bottom.

Wartime Chemical Discovery!

NOTHING BETTER ANYWHERE



for Cleaning GLASS and METALWARE

59¢ PINT

SAVE 20¢ BUY A QUART

98¢ QUART

\$2.95 GALLON

FAIR-TRADED

LOOK FOR THIS PINK CAN

"GLASS WAX" is a registered trademark and is the exclusive property of Gold Seal Company.

'GLASS WAX' A PRODUCT OF THE GOLD SEAL COMPANY

55 E. Washington St.
Chicago 2, Illinois

CLEANS 30 KINDS OF DIRT IN 30 SECONDS

DENTISTS SAY:-

**Colgate
Tooth Powder**
with the 2-minute routine
**Gets Teeth
Sparkling And
Super-Clean**



**OVER 4,000 DENTISTS
SAY THIS EASY WAY REVEALS
NATURAL SPARKLE OF TEETH**

- 1 Simply brush teeth for two minutes, morning and night, with Colgate Tooth Powder.
- 2 Brush all three surfaces—front, back, and biting edges of teeth.
- 3 Always brush away from the gums.

**SEE THE RESULTS —
IN YOUR OWN MIRROR**

Watch how this Colgate Tooth Powder routine removes dull film that improper cleaning misses! Leaves teeth naturally bright, shining clean. And—Colgate Tooth Powder's tangy flavor refreshes your mouth, sweetens your breath! Try it today!



KISSABLE of course!
Colgate Tooth Powder
sweetens and freshens
your breath, too!

**No dentifrice
can get Teeth
and Breath cleaner!**

STATE OF THE MARKET CONTINUED

zen into buying the wrong kind of stocks at the wrong time. But he is often mystified as to where he should seek advice. He may turn, for example, to any of the 1,100-odd "experts" registered with the SEC, whose advertisements glut the financial sections of the metropolitan Sunday newspapers. Often enough the ad of one—predicting a smash—may appear beside another predicting a big rally. Some of these men have spent years studying the market's quirks and vagaries, and many have useful services to perform, but many customers still like to ask all of them the favorite question of the hot-stove-league cynic: "If you're so damned smart, why aren't you rich?" And, in fact, the most valuable services—i.e., the statistical winnowing of past records of earnings, dividends, future prospects, etc.—will usually be performed by one's own broker free of charge.

By and large, the people who have taken the most money out of the stock market, most consistently, for the longest periods of time, have been those who bought carefully chosen stocks, then tucked them away—except for cashing the dividend checks. If the stock was well chosen, it has probably not only increased in value since but has regularly paid good dividends. Thus \$1,000 invested in Coca Cola in 1920 would today be worth \$33,035; \$1,000 invested in International Business Machines would today be worth \$41,978. These choices are, of course, improved by hindsight. But there are at least 52 companies on New York's Big Board which have never missed a dividend in 50 years. The person seeking the maximum safety of his capital will buy from such common stocks as these (as well as preferred stocks and bonds). The person who hopes to get on the ground floor of some industry may take a longer chance if he has confidence, for example, in television stock or one of the air lines. Whichever he does, there is a fundamental difference between his investing and the unwise man's speculation.

Since the difference is sometimes hard to define, perhaps the best rule of thumb to go on is that laid down some 50 years ago by the late Charles H. Dow, father of the famed Dow Theory: "If people with either large or small capital would look upon trading in stocks as an attempt to get 12% per annum on their money instead of 50% weekly, they would come out a good deal better in the long run. Everybody knows this in its application to his private business, but the man who is prudent and careful in carrying on a store, a factory or a real estate business seems to think that totally different methods should be employed in dealing in stocks. Nothing is farther from the truth." Wall Street itself, in its own folklore, has distilled this wisdom into two colloquial rules: 1) "Never buy anything for more than you think it is worth merely because you hope to find a bigger fool to sell it to at a higher price" and 2) "Never sell anything for less than you think it is worth merely because you hope to find a bigger fool to buy it from at a lower price."

For those who still prefer to try to outsmart the wicked market, the final word has been given by Barney Baruch: "If you are ready and able to give up everything else, to study the whole history and background of the market and all the principal companies whose stocks are on the board, as carefully as a medical student studies anatomy, to glue your nose at the tape at the opening of every day of the year and never take it off till night; if you can do all that, and in addition you have the cool nerve of a great gambler, the sixth sense of a clairvoyant, and the courage of a lion—you have a Chinaman's chance."



TULIP SPECULATION in 17th Century Holland sent prices of bulbs soaring madly. Old painting shows speculators in sail carriage wearing fool's caps.

HEAD-COLD MISERY?

Quick relief with
MENTHOLATUM



● Don't give up to head-cold misery—reach for Mentholum. Feel Mentholum's famous combination of menthol, camphor and other fast-acting ingredients help thin out thick mucus, lessen congestion, soothe smarting nostrils. Soon soreness eases up, head starts to clear, you can breathe again in comfort. In tubes and jars —35¢ and 75¢.

MENTHOLATUM

TUMS BAD NIGHT?

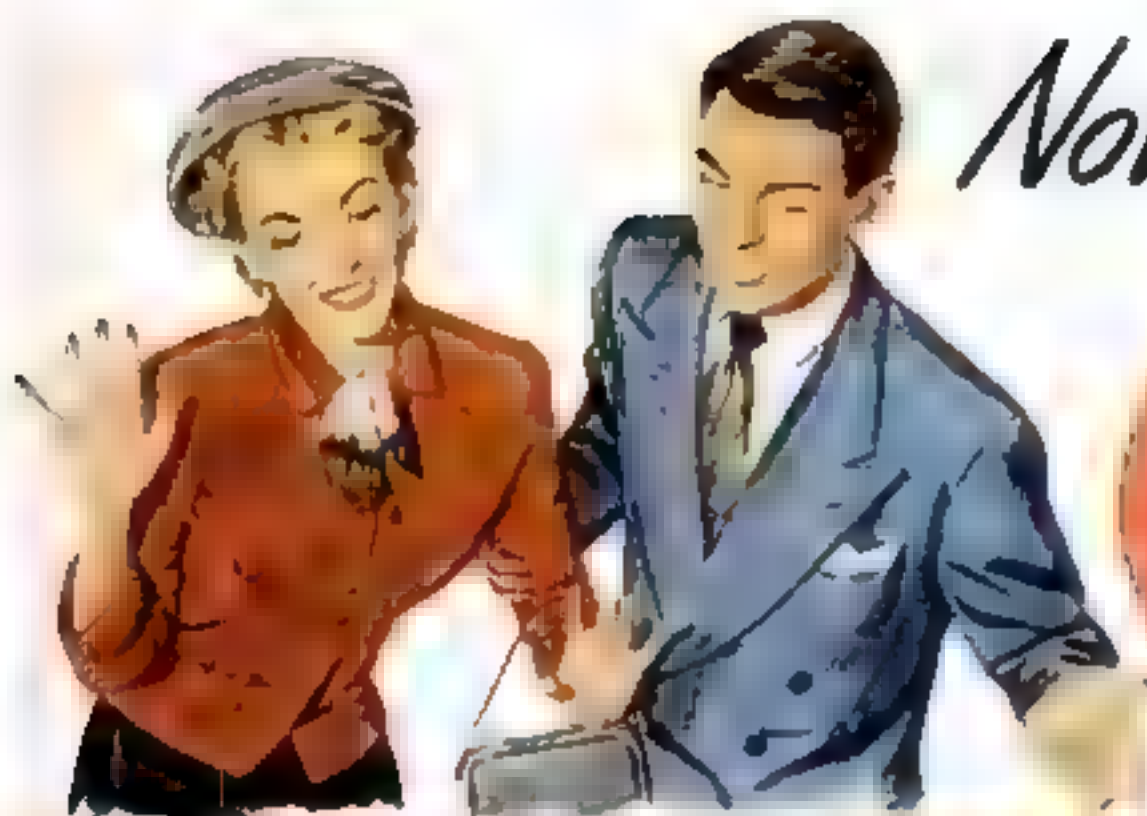
Take Tums—
feel **RIGHT!**

Relieve acid indigestion,
gas, sour stomach,
almost instantly



for the tummy



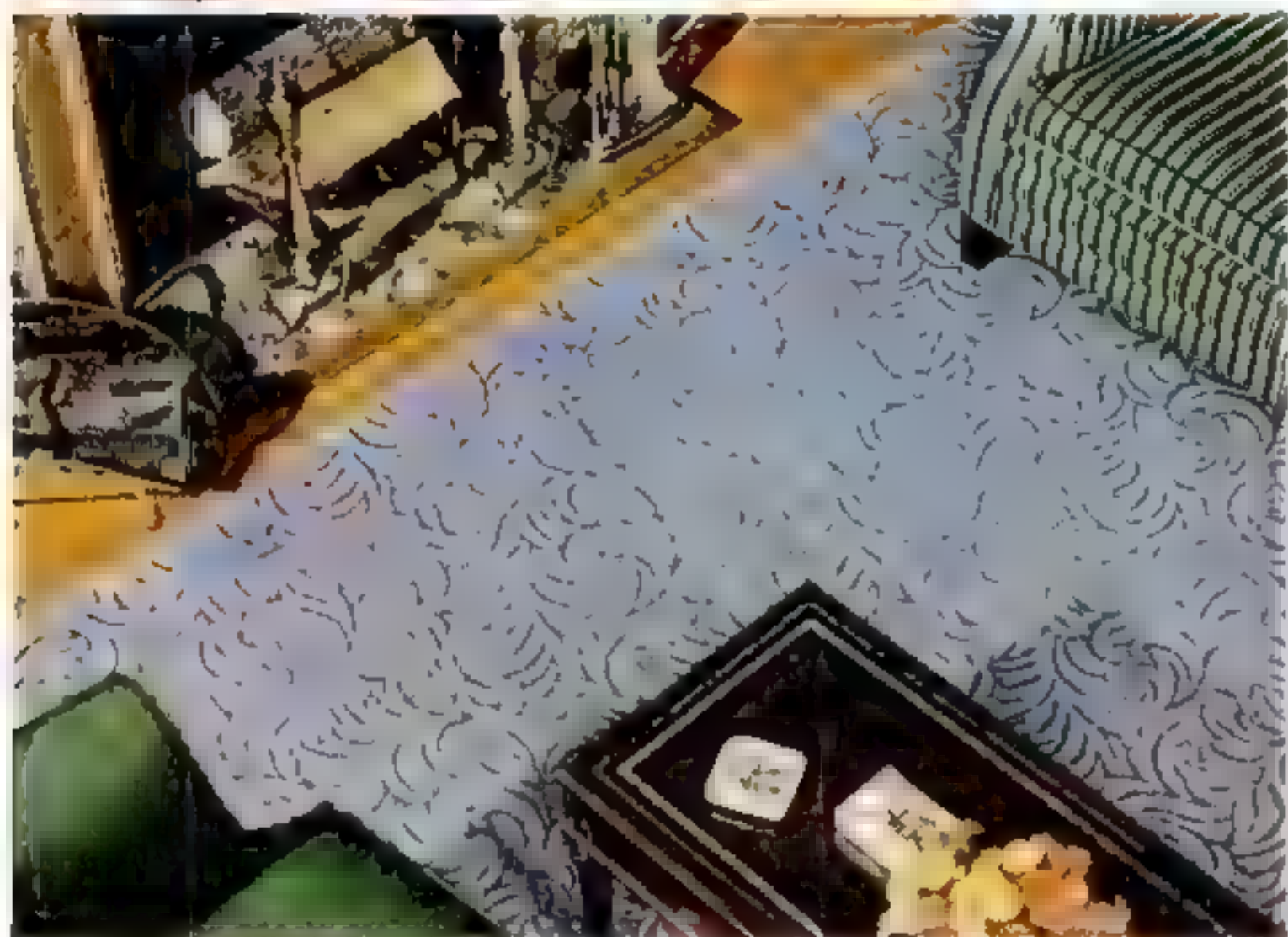


Now you can afford a beautiful rug
in every room!

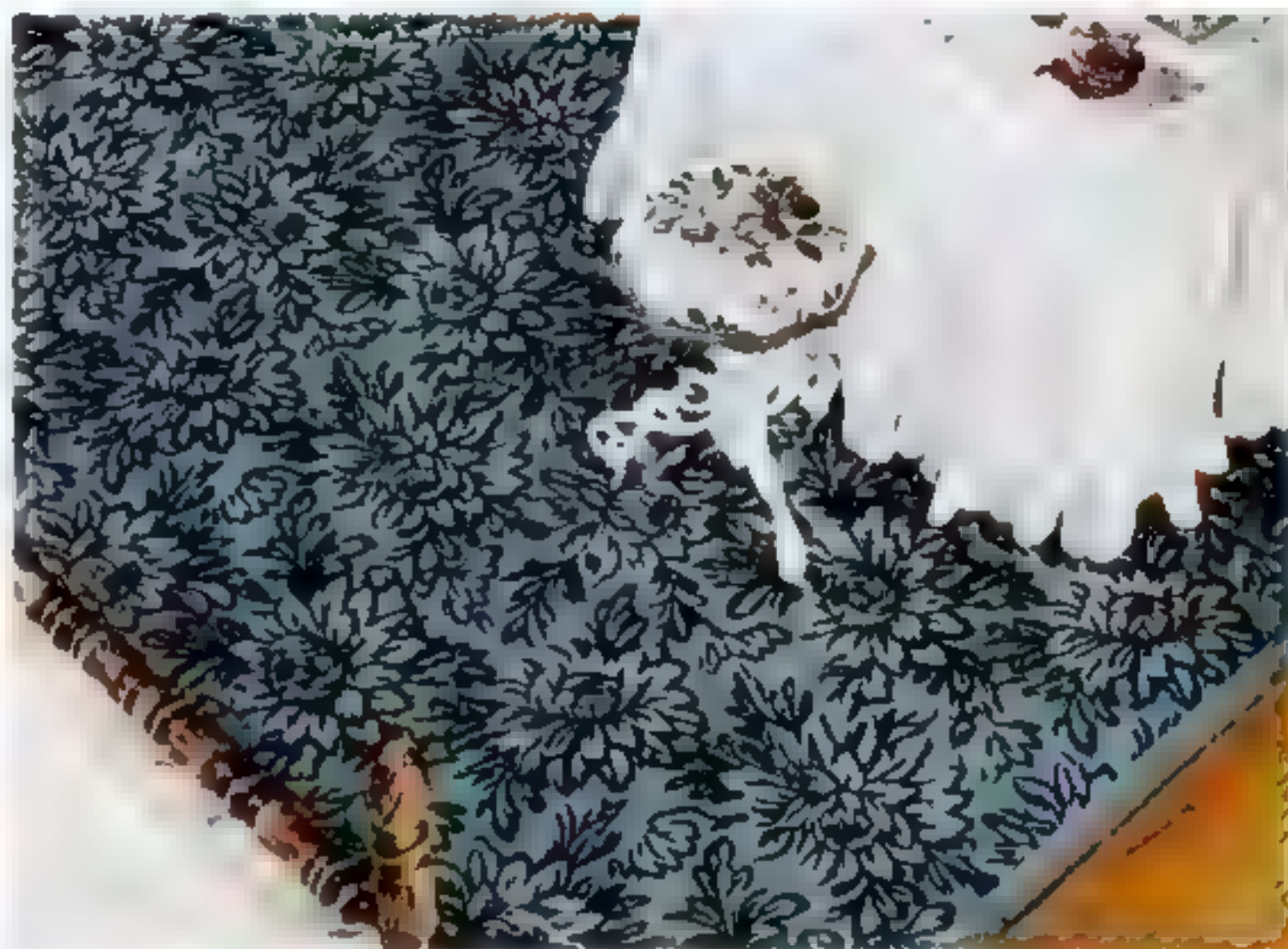
Glamorug ONLY \$34.95*

REAL ALL-WOOL FACE

REGULAR 9X12 SIZE



YOUR LIVING ROOM. You'll hardly know it's the same room when you see Glamorug's rich real-wool surface soft-glowing on your floor. The patterns—smart as you'd find in sky-high-priced rugs! In sixteen heavenly color combinations! Six sizes!



YOUR BEDROOM. You'll think you're still dreaming when you first put your foot on Glamorug. No more hop-skip-jumping from scatter rug to scatter rug on icy mornings. And Glamorug's special cushiony base means no rug cushion to buy!



YOUR DINING ROOM. Wonderful—that dining-in-luxury feeling you'll know with a Glamorug in the dining room. Made with fast dyes, it may be wet-shampooed. And best of all, just figure the cost . . . imagine, under \$2.95 per square yard for the 9' x 12' size!



YOUR CHILD'S ROOM. Is it cheery, charming? It will be with a colorful, chill-chasing Glamorug covering the floor. It's wear-tested, too. An army of 102,635 factory workers tramped over one! Result—no worn-through spots . . . plenty of wear left!

*Slightly higher in the West

Send 10¢ for new color booklet!

CHOOSE THE SIZE YOU NEED!

27" x 54" . . . \$ 3.45	9' x 12' . . . \$34.95
6' x 9' . . . 17.50	9' x 10'6" . . . 29.95
7'6" x 9' . . . 21.95	9' x 15' . . . 43.75

For name of your local Glamorug dealer, call Western Union by number. Ask for Operator 25.



Glamorug, P. O. Box 527, New York 9, N. Y.

I enclose 10¢. Please send my copy of "Clues to New Room Beauty with Glamorug!"

Name _____
Street _____
City _____ State _____



"I always say nice things about your Arrow Shirts!"

Don't take too much credit for *that*, honey—every woman does! Their perfect-fitting, good-looking collars are *irresistible*.

This gentleman is wearing an Arrow Sussex wide-spread model, (Sussex in Oxford or Par in broadcloth).

Every Arrow Shirt boasts MITOGA, the body tapered fit, and the *Sanforized* label (fabric shrinkage less than 1%). Many have French cuffs. All WEAR! The new durable front buttons are *anchored on—for keeps!* P.S. Top these shirts with a smart Arrow Tie, \$1.00 up.

Arrow, Mitoga, Sanforized: Reg. Trade-marks

ARROW WHITE SHIRTS

\$3.65 \$3.95 \$4.50 \$5.50 \$7.50

Cluett, Peabody & Co., Inc., Makers of Arrow Shirts • Ties
Handkerchiefs • Underwear • Sports Shirts



GENTLEMAN BUTLER Sir Campbell Mitchell-Cotts—who was instructed in the art by his own ex-butler, carries a loaded tray down hallway of Clare Priory, his house

in Suffolk. Sir Campbell has played a number of butler roles in recent British motion pictures. He finds his movie income of some help in meeting the heavy British taxes.

MILORDS AT WORK

Britain's high taxes have driven some lords and ladies into trade

The dignified baronet above, shown functioning with majestic poise as his own butler, represents the plight of many Britons of blood and title in a country where the rich have been getting poorer for 25 years. Even under Socialism some Britons still have tremendous wealth, but the amount left to them after taxes has diminished steadily. Before the war some 11,000 British citizens had net incomes of \$20,000 or better after taxes. Last

year only 45 Britons had net incomes in the same range after the tax collector had been paid.

To stretch their dwindling returns, a good many titled Englishmen "of independent means" have gone to work—either for themselves or in trade. The Earl of Shrewsbury sells his own vegetables and the Dowager Marchioness of Queensberry is a fishmonger in Cardiff (*next page*). Lord and Lady Digby deliver milk from their own dairy (*p. 135*).



AFTER 2000 YEARS...

it suddenly happened

From Greek and Roman days right down to the present time, women have faced the same old monthly sanitary problem with essentially the same old methods. All through the Middle Ages and colonial America and the Victorian period, we find history crowded with change—new fashions, new ideas, new art, new inventions! But what about the woman alone with her "unspeakable days"? Civilization gave her no new ideas for twenty centuries!

Then suddenly it happened! An *essentially different kind* of monthly protection appeared. Invented by a doctor, it is used internally and is called *Tampax. It requires no pins, belts or external pads. It causes no odor and no sign or trace of the Tampax can be detected under the sheerest clothing. . . . Made of pure surgical cotton, Tampax comes enclosed in slender white throw-away applicators, designed for quick and dainty insertion.

You cannot feel the Tampax when in place. You need not remove it for tub or shower—and disposal is easy. Sold at drug or notion counters in 3 absorbencies—Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. . . . Tampax Incorporated, Palmer, Mass.

*Reg. U. S. Pat. Off.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-21 39-E
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Milords at Work CONTINUED



THIS EARL IS A GREENGROCER

When the 34-year-old Earl of Shrewsbury and Waterford left His Majesty's service after the war, he found his 7,700-acre estate more of a liability than an asset. The earl promptly built a large public garage, and since then he has taken over the management of the estate farms. Recently he built a stall near the garage to market the many fine vegetables from his gardens, and he frequently tends the stall himself (left).

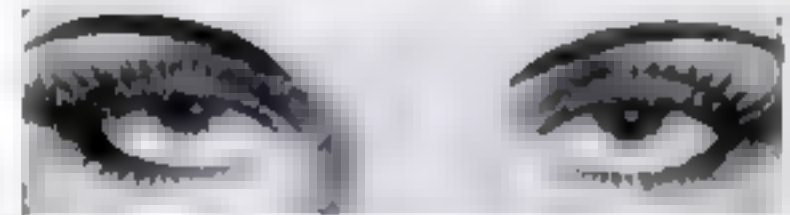


THIS MARCHIONESS IS A FISHMONGER

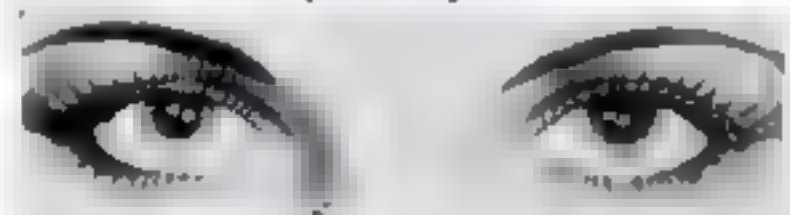
The widow of the 10th Marquess of Queensberry (whose grandfather sponsored the present rules of boxing) was born Mary Louise Bickel, the daughter of a successful Cardiff fishmonger. Now 74, the dowager Marchioness of Queensberry (right) runs the fish business she inherited and personally serves in her retail shop in St. Mary Street in Cardiff. The marquess died in South Africa two years after their 1918 marriage.

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY



EYES TIRED? You can soothe and refresh them in seconds with two drops of safe, gentle Murine in each eye. You get—



QUICK RELIEF. Instantly your eyes feel refreshed. Murine's scientific blend of seven ingredients cleanses and soothes eyes tired from overwork or exposure to sun, wind and dust.

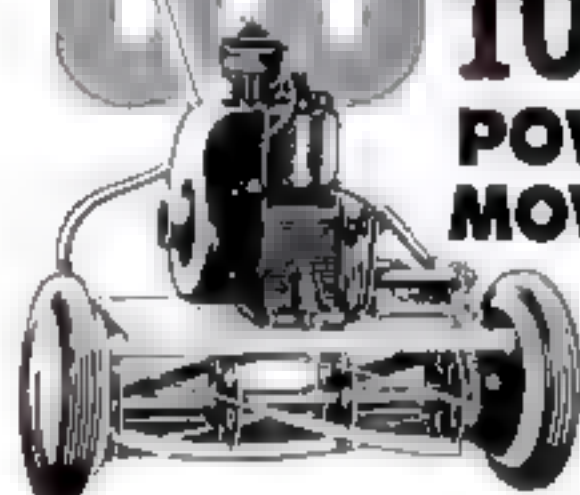
MURINE
FOR YOUR EYES



\$99.50
PLUS FREIGHT

For a genuine

TORO
POWER
MOWER



SEE IT TODAY at your dealer's . . . the SportLawn, precision-built with famous Toro features by America's leading maker of championship golf course mowers. Briggs & Stratton engine. 5-blade 17" reel of Duxton steel, ball bearing mounted. For facts write: Toro Mfg. Corp., Dept. L-3, Minneapolis 6, Minn.



HEADACHE
NEURALGIA
NEURITIS
Pain

RELIEVED

incredibly fast

the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



CONTINUED ON PAGE 132

Is there a B+ in his left hand?



Low marks aren't necessarily a sign of slow thinking . . .

Sometimes they are the result of slow writing!

When a boy or girl can project thoughts instantly on paper, good marks often become the report-card rule instead of the exception.

Closest thing to a thought machine is a typewriter. With two hands flying over the keys—trapping each fleeting thought—the writer is bound to improve his work.

So put your boy's other hand to work, too. See his marks and his self-confidence go up—with a Portable typewriter at his finger tips!

**Get him the favorite
. . . the new Royal Portable**

Give him his choice—and he'll say "Royal"! Surveys show that boys and girls of high school age would rather have the new Royal than any other portable. Here's why:

Royal has Finger-Flow Keys: Keys shaped to the contour of the finger tips—give more clearance between rows of keys, make for easier, faster, more accurate typing!

Royal has an "office typewriter" keyboard! The keyboard's identical in size and slope with that of an office typewriter. Controls are the same, too. Truly, it's a standard typewriter in portable size!

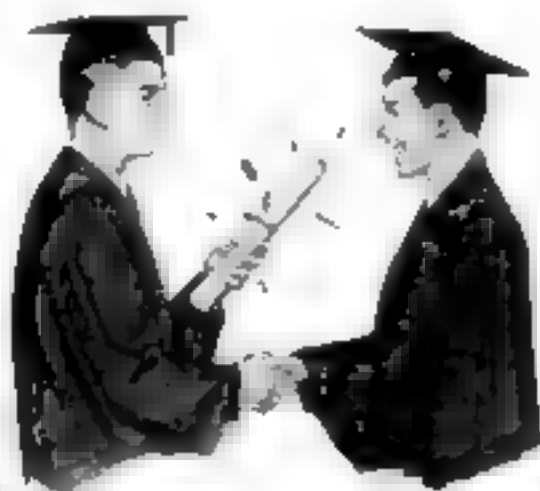
Royal has Speed Spacer! A new space bar built right into the typewriter's frame. Scientifically placed so that the thumb can't miss it!

Royal has streamlined beauty! There's a modern, years-ahead look to the new Royal—a completely new design. Sturdy new beauty that's designed to withstand years of rugged treatment.

You get "Magic" Margin, too!

Along with all the great new typing features goes famous "Magic" Margin—the exclusive Royal convenience that sets the margin in a split-second! And there are scores of other time-saving, work-saving features.

What other portable typewriter offers all this? See the new Royal at your dealer's. Learn how easy it is to own one. Two models: Quiet De Luxe and Arrow.



NEW

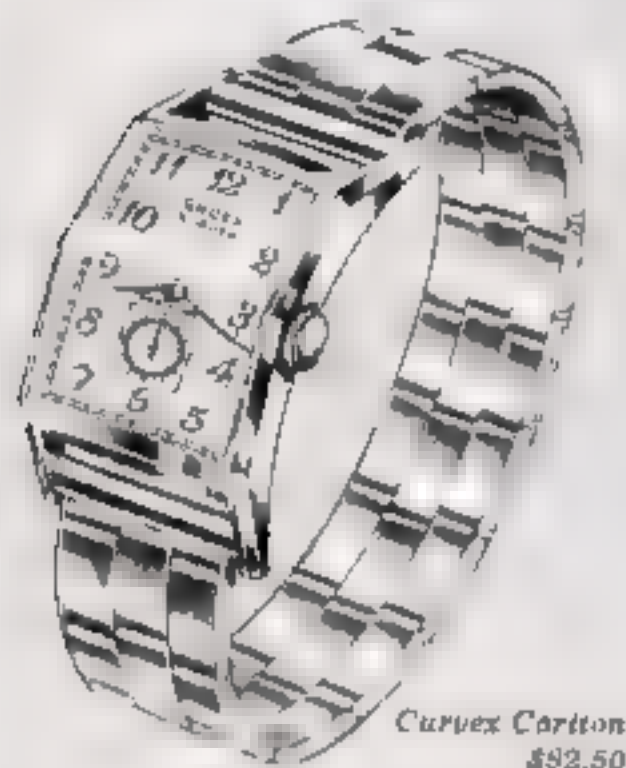
Royal Portable

The World's First Truly Modern Portable Typewriter

Made by the world's largest manufacturer of typewriters

"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.

the
**ONLY TRULY
CURVED
WRIST WATCH**



Curvex Curvex
\$92.50

Your wrist is curved not flat—therefore the only true wrist watch is a curved wrist watch. And the only truly curved wrist watch is the Gruen Curvex*. Only Gruen Curvex gives you the revolutionary Curvametric* movement for larger parts and amazing accuracy within a beautifully curved case. See them at your jeweler's now — priced as low as \$49.75 including federal tax



see the difference

A. Gruen Curvex with the famous patented Curvametric movement. Both case and movement curve together. Movement fills curved case to maximum Result: large, sturdy, amazingly dependable parts.

B. Ordinary way. Case curved but movement is flat. Flat movement cannot fill curved case

GRUEN CURVEX

with the patented
Curvametric* movement

MADE IN U.S.A.

Milords at Work CONTINUED



THIS VISCOUNT MAKES MATTRESSES

In the factory of the Perfection Bedding Company in Glasgow, Viscount Tarbat, M.C., watches his employees machine mattress covers. The viscount, who spent five years of the war as a prisoner, joined the Perfection company to meet taxes on his 80,000-acre estate at Strathpeffer, Scotland. Now, as company chairman, he handles all negotiations for equipment and supervises the work of about 160 employees.



THIS LADY GROWS SILKWORMS

In 1934 Zoë, Lady Hart Dyke, converted four rooms of the ancient Hart Dyke home, Lullingstone Castle, into a silk factory. Unable to afford the castle as a home, she and her family live nearby. Now Lady Hart Dyke's expanding factory produces 1,600 to 1,700 pounds of silk each year. Above, Lady Hart Dyke (second from right) watches two of her employees unroll cocoons which have been spun by her silkworms.

For the PARKER "51" Pen only

PARKER

Super chrome
the new
super-permanent
writing fluid that lets you

Write dry
WITH WET INK

Product of 17 years' research! Dries as you write—by vertical penetration. Superchrome is 11 times more resistant to fading than Government standards require. Five tropic-bright colors.

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SPRAY AWAY
Unpleasant
ODORS

THIS NEW, EASY WAY

Instant ACTION
CHOICE OF FRAGRANCE
ATTRACTIVE PACKAGE

ECONOMICAL
Spray 1-3 Seconds in Room

Destroys Strong Kitchen Odors
Leaves Pleasant, Fresh Aromas

With a touch of the finger
no odor will linger

12 oz. size
\$1.59 each
3 FOR \$4.50
AT DRUG AND
DEPARTMENT STORES

REX DEODORIZER

STOP CORNS!

HERE TODAY
GONE
TOMORROW

SORE
TOES
CORN
STOPPED

END PAIN INSTANTLY!

Always apply Dr. Scholl's Zino-pads at first sign of sore toes from new or tight shoes and you'll never have corns! But—if you already have corns—Dr. Scholl's Zino-pads will instantly stop painful shoe friction and lift pressure. Separate Medications are included in every box for quickly removing corns. No other method does all these things for you. Also sizes for Callouses, Bunions, Soft Corns between toes.

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Seven Ages of a Very Young Man!



A Thayer FOLDING COACH is the first choice of proud parents, even before baby's ready to ride! From its aluminum handle, adjustable to mother's height, to its self-oiling, squeak-proof wheel bearings, it's America's finest.



A Thayer CRIB is the favorite bed of the bannet graduate! Double-dropsides lower with a foot-pedal. Spring adjusts to four heights. A beautiful article of nursery furniture, and so convenient for little man-handling!



A Thayer CHEST or CHIFFONETTE is a handsome necessity for keeping a growing young man's clothes all in one place. There's a roomy drawer for blankets, too. Deluxe cabinetwork in finest northern hardwood, with sturdy hardware.



A Thayer HOLLYWOOD STROLLER is his throne on wheels! Doubles as a baby carriage, too, because the back lets down for reclining in draft-proof comfort. Adjustable closed foot-well, and self-oiling, squeak-proof wheel bearings.



A Thayer BABYGUARD HI-CHAIR is super-safe! He can't tip it, and he can't squirm out, thanks to the hospital-tested Safety Post.* He can't budge the washable Thalyte Tray, either, though mother slips it on or off with one hand.

*Pat. appld. for



A Thayer IMPERIAL STROLLER is his choice for taking the air in style! The only stroller made with built-up leaf springs for super-comfort. Folds compactly for travel or storage. Self-oiling, squeak-proof wheel bearings, of course.



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Thayer

"TOPS FOR TOTS"

A GAY GUIDE TO BABY CARE

Your dealer has these Thayer beauties — or he can get your favorite for you. Remember, there's a Thayer model for every budget. In the meantime, we have a jolly little book for you. "PRIMER FOR PARENTS" tells you how to get more fun out of caring for baby. For your copy, just send 10¢ with your name and address on this coupon.



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"TELEVISION PARTY," by Douglass Crockwell. Number 27 in the series "Home Life in America," by noted American illustrators

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



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used it first...

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Reg. U. S. Pat. Off.



Determines exposure by integrating and measuring all incident light falling on the subject. Only the Norwood Director has the modern, 3-dimensional Photosphere, and only the Director offers such accuracy, simplicity and such invariably beautiful results. For color, black-and-white, movies and stills. With handsome case \$32.00 including tax.

At your Dealer, or Write Dept. L-3
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LORD DIGBY AND HIS WIFE CATER TO LOCAL BUYERS IN VILLAGE STREET

THIS LORD AND LADY SELL MILK

Probably the world's most distinguished milkman and milkmaid are the 11th Baron Digby, D.S.O., M.C. and bar, late colonel, Coldstream Guards, and his lady, the daughter of the second Baron Aberdare. Whenever the employees of Lord Digby's handsome dairy are on holiday, the lord and his lady personally deliver the milk to 40 village homes in nearby Cerne Abbas, Dorset. Lord Digby also grows a great variety of fine vegetables on the 1,000-acre estate which is his ancestral home. An ardent horseman and improver of the breed, Lord Digby recently absented himself from his delivery chores to visit the U.S. as part of a British mission to try to boost the export of British livestock.



LADY DIGBY WEARS SLACKS WHEN SHE SETS OUT TO DELIVER THE MILK

Smart legs wear em



Smart and so pretty, too these nylon Wunderhose! Wise girls wear full-fash. ones for date-time, to red-seams for daytime, seam-frees for the outdoor life. Gay colored Durena cotton anklets for little girls and boys; and mother too.

Wunderhose

★ RICHMOND HOSIERY MILLS, ROSSVILLE, GA. WUNDERHOSE ARROWHEAD EVERWEAR

the personal TIE THE perfect gift!

Monograms

by **RAXON**

\$2.00

in your choice of initials



No fuss—no waiting! Each initial is already on the tie ready for wearing. Choose yours with your first or last initial as you prefer. Superbly tailored in dominating shades of red, blue and brown.



RAXON
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MAIL THIS COUPON TODAY!

RAXON, 114 East 32nd St., New York, N.Y.

Gentlemen:

☐ I should like to know the name of the nearest store featuring Monogram Ties.

☐ Please send me, through a local store, Monogram Ties as indicated, at \$2 each

Initials _____ Color _____

NAME _____

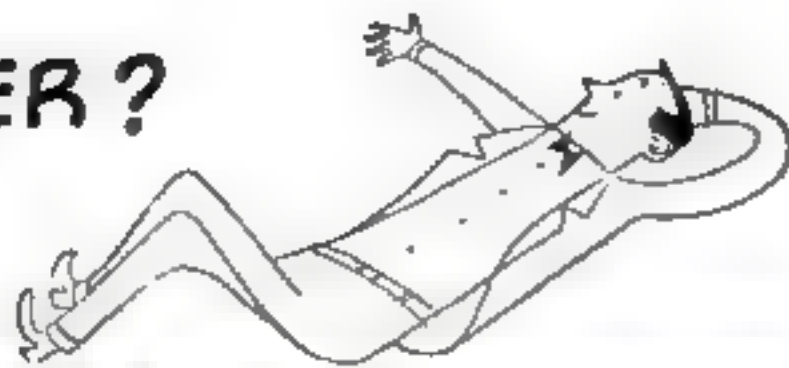
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Which Type of Traveler are You?

LOUNGER?



1. Lean back . . . s-t-r-e-t-c-h like a cat. You'll never be cramped for space because there's plenty of leg room in those deep-sprung Pullman seats.

PACER?



2. Hate to sit still for any length of time? You don't have to when you go Pullman. Get up, move around, take a walk back to the observation car.

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3. No need to live alone and not like it when you go Pullman. Whether you're thirsty, restless or lonesome you'll find a satisfying answer to all three in the spacious lounge car.

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4. You sleep deep and undisturbed in those big, downy-soft Pullman beds. And next morning you're *there* on dependable railroad schedules. You arrive refreshed and relaxed, right in the heart of town, convenient to everything.

There's no question about it: No other form of travel considers your complete comfort as completely as Pullman!

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

See the Chicago Railroad Fair in '49
June 25th through October 2nd



BASIC DRESS of gabardine (Junior First, \$12.95) is keystone of wardrobe and comes with a jacket (p. 141).

NO BOBBY SOX FOR MADELINE

Teen-age girl gets a dressy, grown-up wardrobe for spring

Not all teen-age girls are content with their national uniform—bobby socks, skirts, loose sweaters and loafers. Many, influenced by older sisters, friends or simply the urge to grow up quickly, aspire to more mature clothes, thereby facing a double wardrobe problem: where to find outfits that look grownup but not too much so and at a price they can pay. Such a girl is Madeline Balcar, 16, of New York, who helps out at home, and goes to school part time. Recently she let *LIFE* help her choose a spring wardrobe which, shown on these pages, suits her maturer taste and modest purse.



WHITE PIQUE JACKET (\$8.95) and hat (Madcaps, \$4) added to basic blue dress (above) make second outfit.



TERRY-CLOTH BATHROBE at \$3.95, comfortable to wear while waiting for older sisters to get out of the

shower mornings, is also useful getting up nights with baby sister Diane. This summer it will see beach service.



*FIRST GIN DISTILLED IN AMERICA • DISTILLED FROM AMERICAN GRAIN • 90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEESKILL, N. Y.



FOR SCHOOL Madeline picked a trim short-sleeved sweater and black corduroy skirt with dog-leash belt, silk scarf as accessories. Total cost is \$11.95

HERE'S *Locked-in-Comfort*
TO SAFEGUARD YOUR REST!

RESTONIC Triple-Cushion mattress gives the same new-mattress comfort YEARS after you buy it.

Patented **PADLOK** fasteners are INSIDE

NO OTHER mattress has them! They lock cotton layers to the springs, eliminate annoying tufts, keep cotton from shifting into lumps and hollows. No tufting cords to restrict coil action. Here's wonderful comfort that lasts. Ask your dealer RESTONIC CORP., CHICAGO 11.

RESTONIC
Triple Cushion Mattress

Also see RESTONIC Decorator-Styled Sofa Beds and RESTONIC Flexoform Mattress.



FOR DANCES such as the church affair she attends on Friday nights Madeline chose a classically simple blue polka-dot dress (Jonathan Logan, \$10.95).

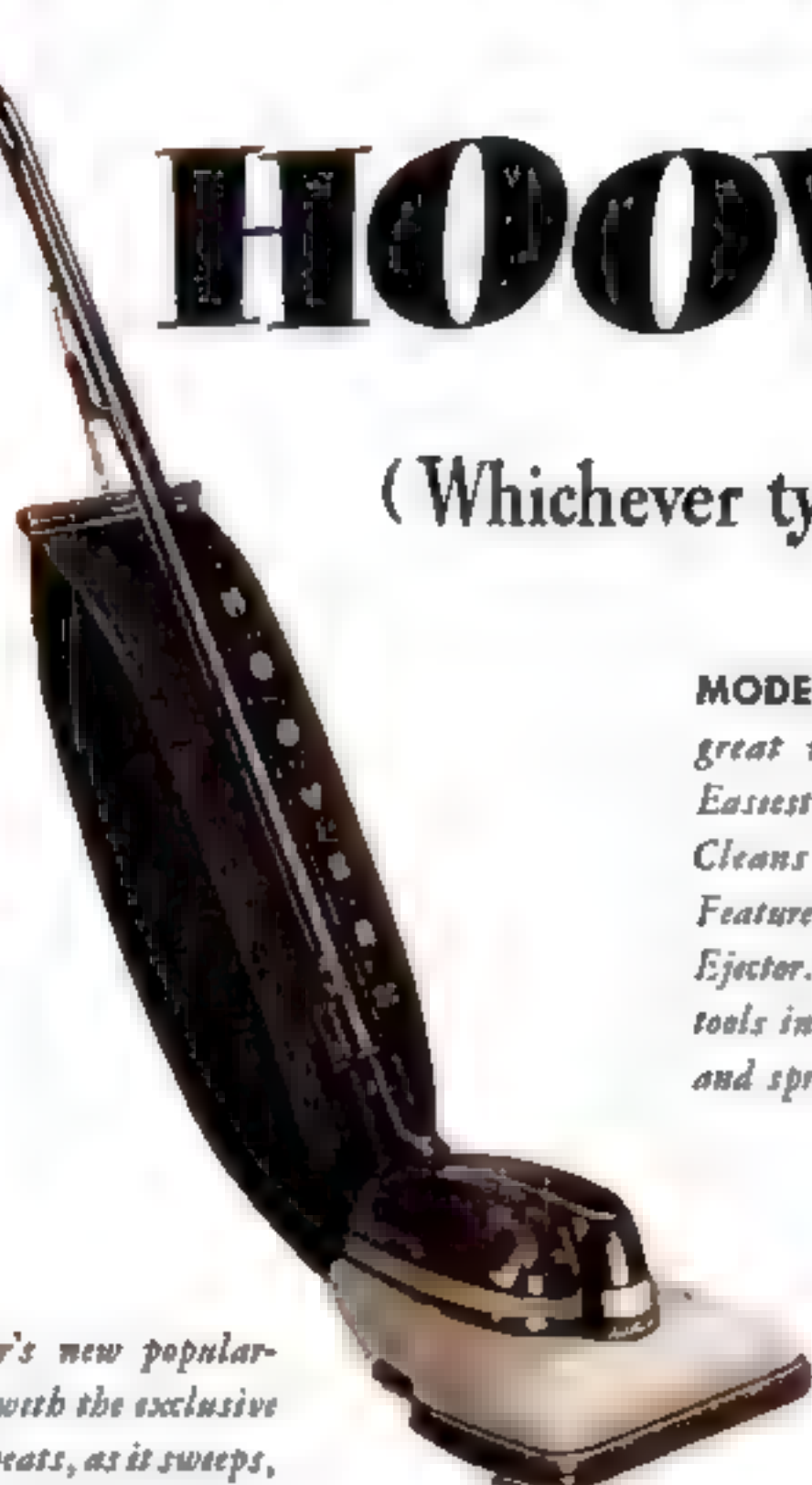
CONTINUED ON PAGE 141



MODEL 28 (above). Hoover's new popular-priced Triple-Action Cleaner, with the exclusive Hoover cleaning principle—it beats, as it sweeps, as it cleans. Gets deep-down dirt. Instant conversion for above-the-floor cleaning. . . . **\$74.95**
Cleaning tools in handy kit. \$19.95

You'll be **happier** with a **HOOVER**

(Whichever type you need)



MODEL 50 (at right). Hoover's great new cylinder cleaner. Easiest-to-use cleaner of its type. Cleans by powerful suction. Features the exclusive new Dirt Ejector. Complete with cleaning tools in handy kit, Mothmizer and sprayer. **\$79.50**



Life is too short to clean the hard way. With a Hoover in your home your work is easier, your colors stay brighter, your rugs last longer. You'll be proud to say "I own a Hoover." It's the name preferred 2 to 1 over any other make. Why wait when you know the Hoover is the cleaner you really want? Hoover offers you the complete cleaner choice . . . two basic types, four great models.

Get **happier** today

Call your Hoover dealer today for a home showing of the model you prefer.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

MODEL 115 . . . Hoover, Junior. Ideal for small homes, handy for all homes. Newest, smallest, lowest-priced Hoover. Trim and light, rolls easily, stores in small space. Has Hoover's exclusive Triple-Action cleaning principle—it beats, as it sweeps, as it cleans. Only **\$59.95**

Cleaning tools extra.



● **NOTE:** See the new Hoover Iron in the housewares section of leading stores. Lighter, easier, faster! \$11.45 price includes excise tax.



Mr. Ernest K. Lindley, Distinguished Washington Correspondent

For Men of Distinction...

LORD CALVERT

One characteristic of Men of Distinction is moderation.

When they *do* drink, they expect their occasional

highball to be of incomparable flavor,

and Lord Calvert—so rare...so smooth...

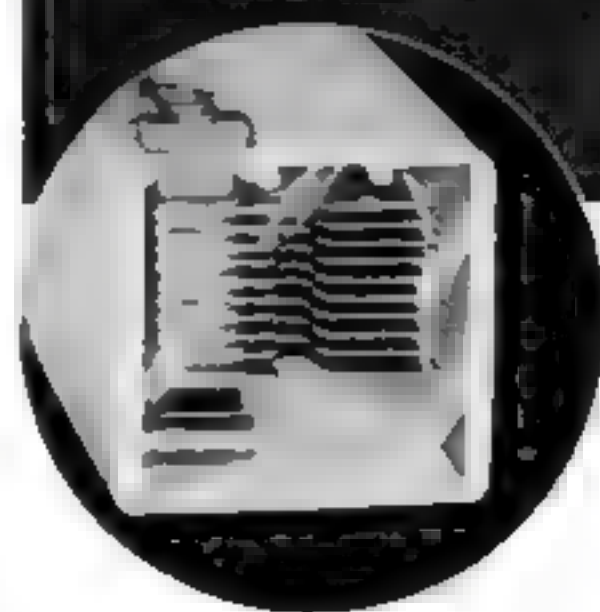
so mellow—more than meets their demands.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



FLY-AWAY jacket, popular this season, comes with basic dress, makes its third conversion, this time into surt-dress outfit. Madeline made the flower hat from dime-store flowers for \$1.75.

RAINCOAT is bright red corduroy (Aquatogs, \$19.95) which can be worn anywhere regardless of the weather. Its flared back and big pearl buttons make it look dressy enough for dates.



'SHOW WINDOW'—
see blade-edges
floating in air!

GEM PUSH-PAK

SPEEDY! Ends blade unwrapping, delivers naked blade in split second! The *only* blade dispenser that floats edges in air—they cannot touch or dull each other. The *only* dispenser with a 'show window'—you *see* how many blades are left!

Gem Push-Pak with 10 Gem Blades . . . **49¢**



GEM'S CLEAN SWEEP SHAVE!

An A.S.R. Product—Gem Div., Amer. Safety Razor Corp., B'klyn 1, N. Y.



Have you tried focusing on the nose?

Kitty seems bent on spotting a fly on the end of hers. Actually, this is a remarkable example of what can be done by a fast-acting photographer with shutter set at 1/800th of a second. In this case he really did focus "on the nose" . . . for sharp, clear details. Your photos can be just as strikingly sharp. Simply use ground glass focusing, a feature of all cameras in the Graflex line!

GRAFLEX
Prize-Winning Cameras

GRAFLEX, INC., Dept. 10, Rochester 8, N. Y.

Gentlemen:
Kindly forward your literature on:
☐ Pacemaker GRAPHICS ☐ Graflex Flash
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EXTREME NEATNESS of Shaker habits is shown by their custom of hanging chairs or wheelpegs when they are not in use. Shaker furniture is famous for its

functional design, and Shakers think it very amusing that their old products are now being widely copied by antique dealers as examples of "simple modernism."

The Shakers



SHAKER ELDERESS Emma King wears a typical wool sweater and silk bonnet. She heads Canterbury colony, helps run other U.S. groups.

A strict and utopian way of life has almost vanished

On a well-kept hill near East Canterbury, N.H. is a rambling cluster of big, frame buildings (*right*). One hundred years ago this was the home of 150 members of the United Society of Believers, called Shakers by their neighbors because of their energetic form of worship—a kind of frenetic marching (*below*) which often inspired them to leap, jerk and roll on the floor for hours. At their peak the Shakers numbered about 6,000 members and operated 18 colonies. Today Canterbury is one of three tiny settlements still holding out, with a total U.S. membership of less than 50. (Others are at Pittsfield, Mass. and Sabbathday, Maine.) Canterbury's farm has shrunk from 3,500 acres to 1,500. Its last male member died 10 years ago and only 16 women live there now. Shy and old (average age: about 60), they scatter out, one or two to a house, in summertime to give the place an illusion of its former bustle. Too old for shaking, they still wear their reverent garb (*upper right*) and practice their famous habits of neatness and practicality (*opposite page*), which once made them one of the strangest but most noble and prosperous religious sects in the U.S.

The American sect originated in England in 1738. Ann Lee, a young worker in a Manchester factory, had lost her four children. Disillusioned, she decided that sex was the cause of all the evil in the world, and that abstinence and spiritual perfection were the only ways to salvation. She organized a group of followers, mostly Quakers, whose need for emotional outlet caused them to invent "shaking," and in 1774, after several stays in jail for religious dissension, brought them to America. Here, in the wake of the evangelistic spirit of the early 1800s, the sect spread. Since the Shakers practiced celibacy, they grew only through the addition of converts. Attracted by the Shaker system of cooperation, hundreds of farmers joined and added their holdings to the Shaker communes. Private property was eliminated, work was allocated and everyone learned a craft like furniture making or weaving. The self-sufficient Shakers grew rich. But with the coming of the industrial revolution (*p. 148*), they found that their kind of "perfect" society was not good enough. As industrialism grew, the Shakers crumbled. For some reason the men died first (*lower right*), leaving their women to carry on. To see what the women of Canterbury are doing before they and their religion die together, turn the page.



CANTERBURY COLONY consists of 30 buildings nestling among huge maples. Separate entrances to houses kept men and women apart. Below: Shaker sister knits under portrait of Elder Arthur Bruce, next to last male member of colony, whose prize cattle were recently sold.



SHAKER CEREMONY, as performed in 1873 at typical New York meeting, consisted of energetic marching to "shake off evils" and "trample sin underfoot."





AT THEIR LOOMS Shaker women weave flexible strips of poplar wood to make their famous baskets.

Shakers CONTINUED



BACK AND FRONT of costume shows caps worn over the bosom for modesty. Sisters sew own clothes.



CHURCH SERVICE in chapel of the main dwelling begins with hymns, features individual sermons

from congregation (above). Says Emma King (back to the camera): "We are not long-faced Christians."



SHAKER ATTIC shows methodical neatness typical of Shaker dwellings. The 110 drawers, cupboards



and closets are all built-in and each has a numbered plate to aid women in indexing the attic's contents



"GRACE BEFORE MEAT" is said by all Canterbury members with exception of three in kitchen or

ill. Household work like cooking is done by shifts of two, who rotate to other jobs after four weeks' stint.



SHAKER NURSE, Sister Marguerite Frost, pours peppermint oil into a measuring glass for use as medi-

cine (next page). The Shakers used to make their own remedies from local herbs, including digitalis (left).



*The famous
yellow package*

All Beech-Nut Gums
have the uniformly high
quality and fine flavor
that have given them such
outstanding popularity
throughout the nation.

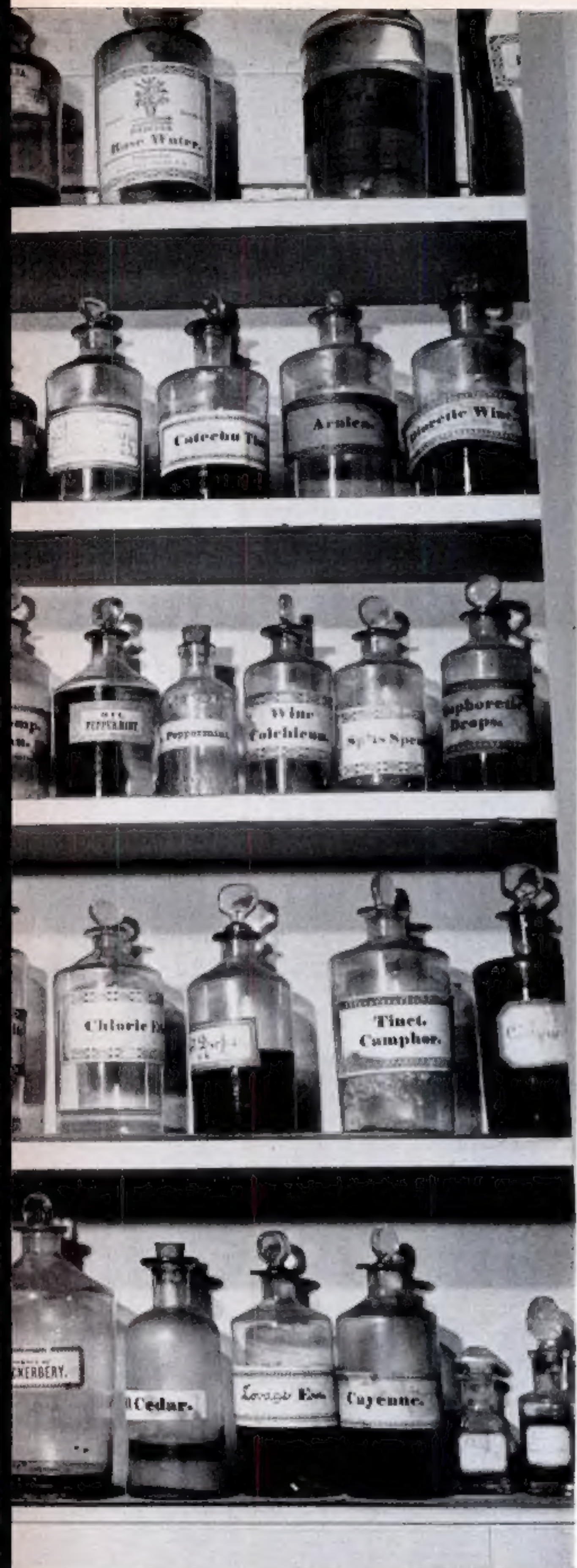
*It's "Always
Refreshing"*



PEPPERMINT
BEECHIES
The Candy Coated Gum
Also in Spearmint and Pepsin



MEDICINE CABINET in the Canterbury dispensary contains an assorted collection of old Shaker remedies. The Shakers never banned doctors, but because doctors were scarce they made or invented their own remedies and sometimes marketed them widely. Of the herb concoctions shown above, cloves and cedar (bottom shelf) were used for cooking and driving away moths, Eucalyptus



ture of myrrh (third shelf) as an astringent for healing sores, gentian compound (third shelf) as a tonic in spring. Rose water (top shelf) is used by them as an eye wash, tincture of vomica and diarrhetic wine (second shelf from top) are still used occasionally as a heart stimulant and laxative respectively. Essence of checkerberry (bottom shelf) was and is used for indigestion and rheumatism.

CONTINUED ON NEXT PAGE

JAYSON WHITEHALL

...because it fits to Perfection



THE SHIRT THAT GIVES MOST FOR THE MONEY!

Made of IMPORTED EGYPTIAN COTTON—worth twice as much as cotton used in even higher priced shirts! Scientifically tailored to conform to body lines!

60% STRONGER... Egyptian Cotton's longer fibre makes Whitehall 60% stronger by test* than shirts at higher prices. **WEARS MUCH LONGER.**

GREATER PERMANENT LUSTRE... Sparkles more brightly even after a year's laundering. Lustre can't wash out. Smoother, richer, luxury look and feel thru-out its longer life.

DEMAND THE PERFECT FIT OF JAYSON WHITEHALL... THE LUXURY SHIRT AT THE ECONOMY PRICE—In Broadcloth or Oxford—all popular collar styles.

ONLY \$3.95

THE NATION SAYS

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SHIRTS • SPORTWEAR • PAJAMAS

*Hatch Textile Research, Tensile Strength Test. Fabric shrinkage less than 1% by Government Standard Test.



WHITEHALL SYMBOL OF GREATER VALUE IN ALL JAYSON PRODUCTS

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FOR BEST RESULTS:
shave with **Barbasol**

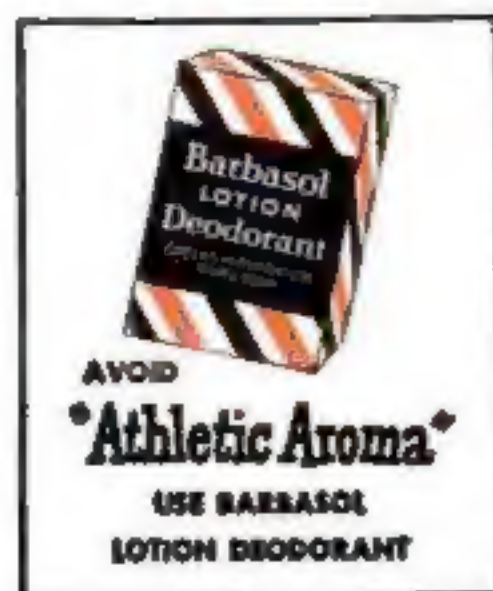
"It's a
bridal path
...with that
Barbasol face!"



**No brush
No lather
No rub-in**

For shaves refreshing as a canter in the park, get Barbasol! Barbasol's brushless ingredients take the fight out of whiskers so your razor whips through them quickly, cleanly, *comfortably*. And Barbasol never removes natural skin-oils, as soapy lathers do! So your face feels cooler, smoother—*refreshed!* Try it!

Use it also for soothing relief of windburn, chapping, chafing, itching



Shakers **CONTINUED**

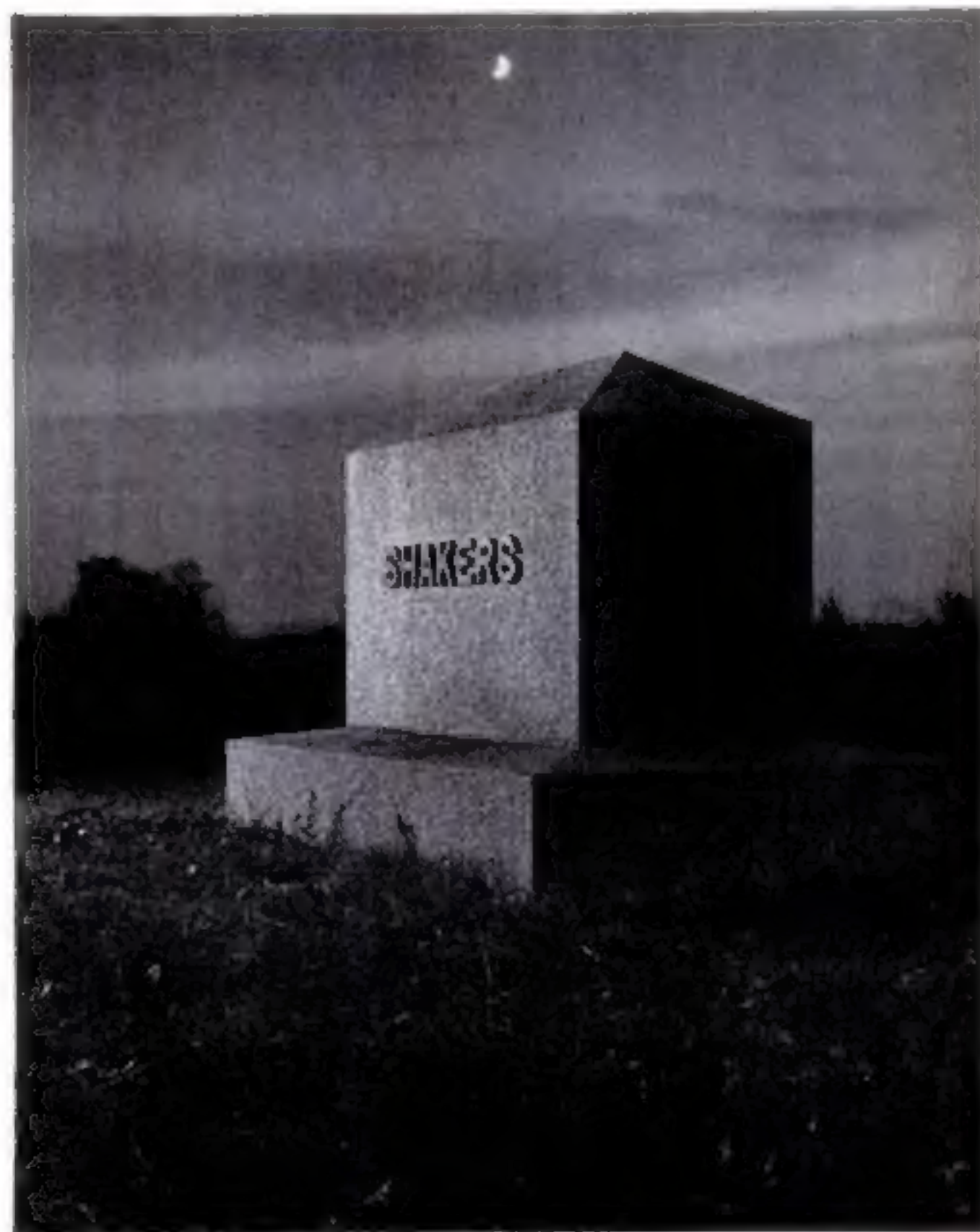
Death of a Sect

When Charles Dickens visited America in 1842 he looked in on a Shaker community and wrote of it: "I abhor, and from my soul detest, that bad spirit, no matter by what class or sect it may be entertained, which would strip life of its healthful graces, rob youth of its innocent pleasure, pluck from maturity and age their pleasant ornaments, and make existence but a narrow path towards the grave." Founder Ann Lee's husband apparently agreed with this fierce criticism, for in the early days of his wife's work in America he ran off with another woman.

But Mother Ann could take it. Once in England, when she was sent to jail to starve, a devoted follower crawled secretly through underground pipes to feed her milk and wine. When she emerged, not half-dead but healthy, her pluck was hailed as a miracle. The Shakers were also subjected to intense persecution in America. Villagers around the colony near Harvard, Mass. once stormed a Shaker meeting with clubs and whips. Instead of fighting back, the Shakers prayed and asked the angry villagers to beat them harder. Gradually this kind of bravery won them the peace they had come to America to find.

With shrewd thrift and enterprise they went on to produce herds of prize cattle and some of the world's most famous furniture. Mother Ann laid down the dictum that there was "no dust in heaven," and thus neatness became a virtue. Slowly Shakers became respected members of the community. They would not go into the Army or take active part in politics, but they paid their substantial taxes readily and contributed generously to charity campaigns. They maintained good schools and took in orphans and stray children by the hundreds. These they schooled and fed and then allowed to decide for themselves whether they wanted to stay and join the sect. The Shakers also ran their society with great fairness. If a member decided he wanted to get out he was allowed to go and to take with him the goods and land he had brought.

After the Civil War, when shoes and cloth could be purchased more cheaply at a store than produced in the colony, many members decided to do just that, and thus began the disintegration of the sect's firm economic foundation. The last Shakers are very philosophical about all this. They have preferred to resist change, and they are resigned to the death of their movement. They feel they have been a nucleus for good works in the world and that their missionary work can now be perpetuated by public social agencies. As one old Canterbury sister summed it up: "The good just won't be concentrated in one spot any more."

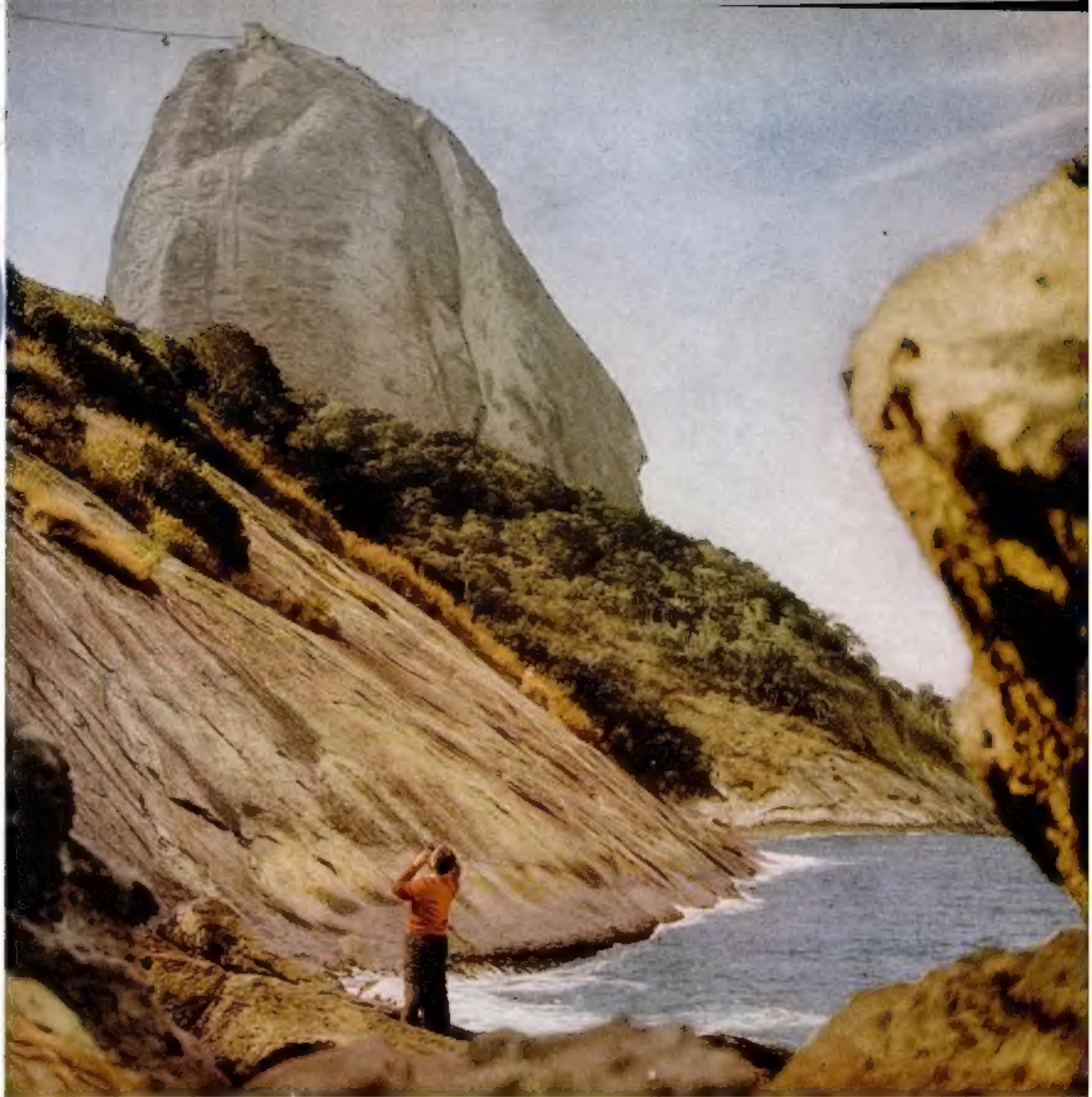


CANTERBURY GRAVEYARD has lone stone monument. The 407 graves are marked only by mounds of earth. Plots are reserved for remaining women.



This Rio trolley takes to the air!

1 "I couldn't believe my binoculars when they picked out that tiny dot moving across the sky," writes Nicholas Perri, a friend of Canadian Club visiting Rio de Janeiro. "I asked my host for the low-down on this high-wire act. 'That's the aerial cable car that goes to the top of Sugar Loaf Mountain,' he said. 'If you want a perfect view of Rio, that's how to get it.' I *did* want to see Rio, so up we went.



2 "Swinging through space, we swayed out over Great Guanabara Bay. Up, up, up until we reached the top of towering Sugar Loaf. On our descent, nearby Urca Hill offered a vista even more thrilling than that aerial trolley ride..."



3 "There at our feet lay all of Rio, a breathtaking picture in the bright sunlight... the dazzling crescent of Copacabana Beach, the *avenidas* shaded by luxuriant tropical trees, the strikingly modern skyscrapers. It was easy to see why they call Rio 'the most beautiful city in the world.'"



4 "'Cidade maravilhosa... marvelous city... is it not, senhor?' said my host. 'Come. Let us toast it with a marvelous whisky.' And indeed it *was* a marvelous whisky... Canadian Club, no less!"

5 "That vista of Rio," continues Mr. Perri, "is one of many unforgettable moments I've come to associate with Canadian Club. For years Canadian Club has given me the double enjoyment of good taste plus the good memories of sharing it with friends all over the world." Why this world-

wide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

MADE IN CANADA
BY
HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



Smoke a **LUCKY** To feel your **LEVEL** best!

Luckies' fine tobacco picks you up when you're low . . . calms you down when you're tense!



Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers,

buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!



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